NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 10, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	28.1	23,860
2	FAMILY TIES	25.1	21,310
3	DYNASTY	24.4	20,720
4	GRAMMY AWARDS(S)	23.8	20,210
5	MOVIE OF THE WEEK-TUE(S)	22.9	19,440
6	DALLAS	22.5	19,100
6	SIMON & SIMON	22.5	19,100
8	60 MINUTES	22.2	18,850
9	CHEERS	21.7	18,420
10	A TEAM	21.4	18,170
11	CBS SPECIAL MOVIE PRES(S)	21.2	18,000
12	MURDER, SHE WROTE	20.6	17,490
13	KNOTS LANDING	20.4	17,320
14	NEWHART	19.7	16,730
15	KATE & ALLIE	19.5	16,560
16	HOTEL	19.3	16,390
17	CRAZY LIKE A FOX	19.0	16,130
18	TV BLOOPERS & PRAC. JOKES	18.9	16,050

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	22.1	49,100
2	FAMILY TIES	19.4	43,140
3	CBS SPECIAL MOVIE PRES(S)	17.6	39,180
4	GRAMMY AWARDS(S)	16.7	37,130
5	DYNASTY	15.7	34,820
6	CHEERS	15.7	34,810
7	MOVIE OF THE WEEK-TUE(S)	15.1	33,620
8	A TEAM	14.8	32,960
9	SIMON & SIMON	14.4	31,980
10	DALLAS	14.0	31,110
11	60 MINUTES	13.9	30,880
12	TV BLOOPERS & PRAC. JOKES	13.6	30,290
13	HIGHWAY TO HEAVEN	13.4	29,770
14	KNIGHT RIDER	13.3	29,660
15	ABC SUNDAY NIGHT MOVIE#	13.2	29,360
16	ABC MONDAY NIGHT MOVIE	12.8	28,530
17	FACTS OF LIFE#	12.7	28,350
18	MURDER, SHE WROTE	12.7	28,310

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MOVIE OF THE WEEK-TUE(S)	23.4	20,730
2	BILL COSBY SHOW	22.8	20,170
3	DYNASTY	22.1	19,550
4	FAMILY TIES	20.5	18,140
5	DALLAS	20.1	17,770
6	SIMON & SIMON	18.8	16,690
7	GRAMMY AWARDS(S)	18.3	16,210
8	CHEERS	18.1	16,000
9	MURDER, SHE WROTE	17.6	15,570
10	KNOTS LANDING	17.5	15,480
11	NBC MONDAY NIGHT MOVIES	17.0	15,060
12	ABC SUNDAY NIGHT MOVIE#	17.0	15,030
13	HOTEL	16.9	14,940
14	NEWHART	16.8	14,880
15	CBS SPECIAL MOVIE PRES(S)	16.8	14,840
16	KATE & ALLIE	16.5	14,590
17	CBS TUESDAY NIGHT MOVIES#	16.4	14,510
18	60 MINUTES	16.4	14,500

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	16.8	13,450
2	60 MINUTES	16.3	13,040
3	CHEERS	15.0	11,990
4	GRAMMY AWARDS(S)	14.7	11,750
5	ABC MONDAY NIGHT MOVIE	14.5	11,590
6	ABC SUNDAY NIGHT MOVIE#	14.2	11,370
7	A TEAM	14.1	11,260
8	FAMILY TIES	13.9	11,100
9	DYNASTY	13.8	11,000
10	NBC SUNDAY NIGHT MOVIE	13.3	10,620
11	RODNEY DANGERFIELD SPEC.(S)	13.0	10,400
12	MOVIE OF THE WEEK-WED(S)	13.0	10,350
13	RIPTIDE#	12.9	10,320
14	MOVIE OF THE WEEK-TUE(S)	12.9	10,290
15	SIMON & SIMON	12.9	10,270
16	DALLAS	12.8	10,230
17	CBS SPECIAL MOVIE PRES(S)	12.8	10,200
18	KNIGHT RIDER	12.7	10,110
19	MURDER, SHE WROTE	12.6	10,030
20	NIGHT OF 100 STARS(S)	12.0	9,620
21	HIGHWAY TO HEAVEN	11.8	9,450

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 10, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	22.6	12,630
2	GRAMMY AWARDS(S)	22.3	12,430
3	DYNASTY	21.5	12,000
4	FAMILY TIES	21.0	11,740
5	CHEERS	19.5	10,890
6	MOVIE OF THE WEEK-TUE(S)	19.1	10,670
7	CBS SPECIAL MOVIE PRES(S)	18.8	10,490
8	NEWHART	17.6	9,800
9	ABC SUNDAY NIGHT MOVIE#	17.4	9,710
10	KATE & ALLIE	17.0	9,460
11	DALLAS	16.9	9,400
12	SIMON & SIMON	16.7	9,340
13	CBS TUESDAY NIGHT MOVIES#	16.6	9,280
14	NIGHT COURT#	16.2	9,060
15	KNOTS LANDING	16.1	8,980
16	HOTEL	14.8	8,260
17	FACTS OF LIFE#	14.8	8,250
18	MOVIE OF THE WEEK-WED(S)	14.5	8,090
19	TV BLOOPERS & PRAC. JOKES	14.5	8,080

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MOVIE OF THE WEEK-TUE(S)	29.5	8,040
2	DALLAS	27.9	7,610
3	MURDER, SHE WROTE	27.5	7,480
4	60 MINUTES	25.4	6,930
5	DYNASTY	23.9	6,520
6	FALCON CREST#	23.1	6,290
7	SIMON & SIMON	22.5	6,130
8	CRAZY LIKE A FOX	22.2	6,050
9	BILL COSBY SHOW	22.1	6,010
10	NBC MONDAY NIGHT MOVIES	22.0	6,000
11	TRAPPER JOHN, M.D.	21.8	5,940
12	HOTEL	21.0	5,720
13	HIGHWAY TO HEAVEN	21.0	5,710
14	A TEAM	20.3	5,540
14	KNOTS LANDING	20.3	5,540
16	MAGIC-DAVID COPPERFIELD(S)	20.0	5,460
17	NIGHT OF 100 STARS(S)	19.6	5,340
18	MAGNUM, P.I.	19.3	5,260

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	GRAMMY AWARDS(S)	17.2	9,320
2	BILL COSBY SHOW	16.2	8,760
3	CHEERS	15.9	8,620
4	ABC SUNDAY NIGHT MOVIE#	15.1	8,160
5	ABC MONDAY NIGHT MOVIE	14.6	7,900
6	CBS SPECIAL MOVIE PRES(S)	14.6	7,870
7	RODNEY DANGERFIELD SPEC.(S)	14.4	7,780
8	FAMILY TIES	13.9	7,510
9	NBC SUNDAY NIGHT MOVIE	12.7	6,880
10	KNIGHT RIDER	12.7	6,870
11	HILL STREET BLUES	12.3	6,650
12	NIGHT COURT#	12.1	6,530
13	RIPTIDE#	12.0	6,460
14	60 MINUTES	11.9	6,430
15	DYNASTY	11.8	6,360
16	A TEAM	11.7	6,320
17	M.NESMITH IN TV PARTS(S)	11.0	5,940
18	ST. ELSEWHERE#	10.7	5,800
19	RIPLEY'S BELIEVE IT-NOT	10.5	5,660

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	25.4	5,250
2	MURDER, SHE WROTE	23.9	4,950
3	A TEAM	21.4	4,420
4	DALLAS	20.6	4,250
5	MOVIE OF THE WEEK-WED(S)	20.2	4,170
6	MOVIE OF THE WEEK-TUE(S)	20.0	4,140
7	SIMON & SIMON	19.4	4,020
8	NIGHT OF 100 STARS(S)	19.1	3,940
9	DYNASTY	18.7	3,860
9	HIGHWAY TO HEAVEN	18.7	3,860
11	BILL COSBY SHOW	17.7	3,650
12	MAGNUM, P.I.	17.3	3,570
13	MAGIC-DAVID COPPERFIELD(S)	16.9	3,490
14	CRAZY LIKE A FOX	16.8	3,480
15	FALCON CREST#	16.7	3,450
16	KNOTS LANDING	16.3	3,360
17	T.J. HOOKER	16.2	3,340
18	CBS EVENING NEWS-RATHER	15.9	3,290
19	HARDCASTLE & MCCORMICK	15.4	3,180

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1985 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																															
A TEAM	TUE.	8.00P	60	NBC	A	21	209	204	A	21.4	31	1817	1814	672	270	760	243	401	370	348	305	618	174	348	335	310	243	135	53^	301	204
							99	99	B	22.1	33	1876	1930	677	277	736	234	433	407	364	255	678	234	427	397	330	213	185	64	331	227
		8.00 - 8.30							A	20.4	30	1732	1779	668	261	745	229	384	359	340	313	617	174	338	329	303	251	122	45^	295	201
		8.30 - 9.00							A	22.4	32	1902	1841	673	277	773	255	416	381	356	297	619	173	354	342	315	236	144	58^	305	208
ABC BUSINESS BRIEF-MON	2 MON.	8.58P	1	ABC	N	9		136	A	13.6	19	1155	1972	658	260	763	264	485	382	378	239	830	254	524	432	418	268	139^	68^	240	197^
								86	B	16.7	24	1418	1730	640	271	706	240	438	380	348	229	753	300	476	409	332	228	121	49	150	100
ABC BUSINESS BRIEF-WED	WED.	8.58P	1	ABC	N	21	201	149	A	19.1	28	1622	1843	676	301	776	285	448	346	358	286	621	234	388	334	278	186	163	56^	283	210
							98	87	B	20.9	31	1774	1794	707	280	798	289	464	382	342	294	622	236	387	335	271	201	134	60	240	154
ABC BUSINESS BRIEF-FRI	1 FRI.	8.45P	1	ABC	N	21	198	166	A	13.4	21	1138	1744	820	256	901	221	439	429	433	387	517	107^	218	282	308	215	81^	34^	245	198
	2 FRI.	8.44P	1				98	91	B	17.0	27	1443	1803	779	329	875	287	476	449	395	335	467	140	248	256	236	175	141	83	320	210
ABC MONDAY NIGHT MOVIE	MON.	9.00P	120	ABC	FF	9	205	197	A	17.4	26	1477	1932	712	274	787	383	520	350	303	207	784	323	535	442	343	197	168	87	193	108
							99	99	B	17.8	27	1511	1658	760	315	849	305	507	443	396	277	588	207	358	319	279	185	125	72	96	59
		9.00 - 9.30							A	16.3	23	1384	1977	710	235	777	378	516	306	299	217	787	338	532	435	323	211	184	87^	229	154
		9.30 - 10.00							A	17.3	25	1469	2002	735	278	812	422	554	340	284	208	785	337	525	426	322	208	169	85^	236	148
		10.00 - 10.30							A	18.1	28	1537	1911	704	300	778	376	512	373	304	197	803	309	548	465	377	195	180	102	150	72^
		10.30 - 11.00							A	17.8	29	1511	1844	699	280	784	362	496	375	319	206	769	308	535	439	354	183	135	72^	156	62^
ABC NEWSBRIEF-MON	1 MON.	10.01P	1	ABC	N	10	198	187	A	16.1	24	1367	1971	756	290	824	412	562	396	310	201	820	327	550	449	347	221	162	87^	165	86^
	2 MON.	9.55P	1				98	97	B	17.7	27	1503	1713	761	323	854	319	521	461	387	268	615	224	394	344	290	177	137	84	107	68
ABC NEWSBRIEF-TUE	TUE.	9.58P	1	ABC	N	22	192	191	A	12.3	18	1044	1617	739	315	818	327	543	474	357	229	542	207	304	269	222	213	107^	65^	150	113^
							97	98	B	13.2	20	1121	1619	765	322	857	324	522	445	379	277	547	196	336	302	257	177	133	86	82	53
ABC NEWSBRIEF-WED	WED.	9.58P	1	ABC	N	22	190	195	A	21.6	32	1834	1624	818	375	936	338	570	505	417	314	518	171	299	297	230	185	76	49^	94	51^
							97	98	B	22.8	34	1936	1666	836	343	945	345	565	490	407	323	544	212	324	285	222	184	93	57	84	49
ABC NEWSBRIEF-THU	1 THU.	9.58P	1	ABC	N	22	178	174	A	9.7	15	824	1523	633	241	667	209	350	338	350	254	687	194	369	385	405	233	145^	75^	24v	13v
	2 THU.	9.57P	2				92	95	B	12.5	19	1061	1667	710	303	787	250	447	423	390	272	615	196	363	359	310	195	149	79	116	78
ABC NEWSBRIEF-FRI	1 FRI.	9.58P	1	ABC	N	22	183	163	A	10.4	16	883	1633	714	276	781	195	433	440	445	261	527	127^	268	288	309	184	139^	41^	186	133^
	2 FRI.	9.57P	2				94	90	B	11.6	19	985	1718	654	271	730	237	429	408	366	241	615	202	367	348	315	195	142	66	231	166
ABC NEWSBRIEF-SAT.	SAT.	9.58P	1	ABC	N	22	196	188	A	12.2	21	1036	1553	746	213	815	156	355	348	395	418	460	123	222	215	206	205	184	136	94^	69^
							98	98	B	14.8	25	1257	1659	786	277	871	229	398	381	380	415	517	136	253	244	250	227	137	90	134	92
ABC NEWSBRIEF-SUN.	1 SUN.	9.55P	1	ABC	N	22	206	198	A	18.2	27	1545	1785	818	369	950	345	575	507	448	280	662	267	417	362	272	209	120	86	53^	28^
	2 SUN.	9.47P	1				99	98	B	17.6	27	1494	1901	736	331	805	324	550	475	382	198	777	340	551	481	350	179	173	78	146	100
ABC SPORTS UPDATE-SAT	SAT.	8.58P	1	ABC	SN	21	206	191	A	13.3	23	1129	1518	698	236	777	193	361	338	378	366	547	122	280	252	284	245	87^	49^	107^	95^
							99	97	B	13.5	22	1146	1721	761	293	845	220	391	365	382	401	580	145	289	288	285	251	126	66	170	104
ABC SPORTS UPDATE-SUN	1 SUN.	8.35P	1	ABC	SN	20	207	204	A	16.7	24	1418	1849	725	335	808	317	468	402	327	284	712	300	459	420	275	218	165	111	164	99
	2 SUN.	8.58P	1				99	99	B	17.3	25	1469	1986	746	347	820	334	550	479	375	216	765	320	535	482	356	187	189	90	212	144
ABC SUNDAY NIGHT MOVIE	1 SUN.	9.00P	120	ABC	FF	19	206		A	18.3	28	1554	1889	860	388	967	391	625	529	448	243	731	331	525	470	308	168	144^	91^	47^	35v
CONT'D							99		B	18.3	28	1554	1936	760	346	830	342	575	492	389	197	751	325	538	465	341	168	183	86	172	116

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
9.00 - 9.30				A	18.8	27	1596	2001	839	391	948	390	602	526	414	254	726	310	512	454	320	180	181	103^	146^	112^
9.30 - 10.00				A	19.0	28	1613	1883	854	386	968	384	623	537	448	245	731	331	531	465	307	172	151^	93^	33v	24v
10.00 - 10.30				A	18.5	29	1571	1840	876	368	979	397	635	529	462	238	730	353	530	471	285	161	131^	87^	LT	LT
10.30 - 11.00				A	16.9	29	1435	1819	871	406	971	396	638	526	460	233	734	325	522	486	319	163^	114^	81^	LT	LT
ABC THURSDAY NIGHT MOVIE	17	188	183	A	8.8	13	747	1758	634	269	679	252	429	395	337	190	777	271	455	487	404	216	174	95^	128^	72^
THU. 8.00P 120 ABC FF		93	97	B	12.0	18	1019	1805	735	327	830	308	521	462	387	249	617	220	401	386	307	164	174	91	184	124
8.00 - 8.30				A	8.8	13	747	1758	637	249	685	293	443	375	287	193	765	281	439	496	362	222	133^	80^	175	77^
8.30 - 9.00				A	8.6	13	730	1773	611	240	652	262	416	376	307	165^	819	306	475	523	399	217	122^	77^	180	92^
9.00 - 9.30				A	8.3	12	705	1835	654	282	688	219	424	432	383	201	787	264	475	481	426	218	241	125^	119^	89^
9.30 - 10.00				A	9.4	14	798	1688	639	291	696	235	441	414	375	196	743	233	434	454	431	211	204	98^	45^	35v
ABC WORLD NEWS TONIGHT	110	207	206	A	10.9	19	925	1581	693	249	770	191	357	338	373	340	643	171	338	346	320	237	75	48^	93	49^
M-F 6.30P 30 ABC N		99	99	B	11.3	20	959	1573	698	245	763	183	345	343	360	349	629	179	341	322	307	244	73	41	108	62
ABC WRLD NEWS TONIGHT-SAT	10	194	196	A	8.1	16	688	1520	593	239	670	149^	223	301	298	348	672	173^	328	283	299	309	30v	22v	148^	103^
SAT. 6.30P 30 ABC N		98	98	B	10.0	18	849	1543	636	220	714	168	282	292	326	365	653	170	324	317	293	285	50	30	126	81
ABC WRLD NEWS TONIGHT-SUN	18	167	165	A	6.9	13	586	1737	681	270	726	214^	369	321	297	300	794	274	460	342	327	289	72^	28v	145^	62^
SUN. 6.30P 30 ABC N		85	87	B	8.3	14	705	1649	718	222	777	194	356	344	343	370	663	168	320	285	297	307	83	55	126	85
AIRWOLF	6	189	180	A	12.2	21	1036	1830	756	301	793	255	472	444	400	279	756	203	460	438	431	252	102^	57^	179	144
SAT. 9.00P 60 CBS A		97	93	B	14.5	23	1231	2004	727	309	803	262	521	485	417	232	800	275	531	499	423	224	151	57	250	186
9.00 - 9.30				A	11.5	19	976	1891	771	318	809	269	492	455	410	276	775	214	473	433	442	259	103^	61^	204	153
9.30 - 10.00				A	12.9	22	1095	1769	742	283	775	244	456	435	391	278	736	195	446	441	415	244	103^	50^	155	136
ALICE	6		149	A	8.8	13	747	1598	769	228^	789	123^	324^	375	370	414	484	125^	177^	170^	233^	271^	100^	100^	225^	175^
2 TUE. 8.30P 30 CBS CS			87	B	10.8	15	917	1566	700	270	800	169	318	328	356	423	466	143	203	171	188	238	149	85	151	103
AMERICAN PORTRAIT	57	204	168	A	17.8	26	1511	1798	762	336	838	291	507	440	371	288	555	185	345	320	273	181	186	110	219	145
1 M & TH 8.58P 1 CBS DO		99	92	B	16.9	25	1435	1709	743	283	818	241	432	407	372	338	555	169	312	299	273	205	128	64	208	138
1 TUE. 8.52P 1																										
2 TU&TH 8.58P 1																										
BENSON	22	201	171	A	13.9	23	1180	1730	826	239	919	227	436	431	424	396	494	95^	197	250	278	231	94^	52^	223	169
FRI. 8.00P 30 ABC CS		98	93	B	16.1	27	1367	1752	777	309	876	265	444	419	391	366	501	144	249	249	245	208	123	72	252	161
BERRENGER'S	10	178	185	A	7.1	13	603	1629	690	223	760	208^	425	407	385	259	549	155^	376	311	313	155^	169^	84^	151^	100^
SAT. 10.00P 60 NBC GD		95	96	B	9.3	16	790	1704	741	319	812	277	488	450	386	254	505	176	314	281	259	156	192	121	195	149
10.00 - 10.30				A	7.3	13	620	1645	695	233	766	219	436	415	383	253	553	166^	386	314	311	145^	164^	83^	162^	103^
10.30 - 11.00				A	6.9	13	586	1594	679	214^	751	196^	412	396	385	264	537	145^	362	303	305	162^	169^	83^	137^	94^
BILL COSBY SHOW	24	201	205	A	28.1	42	2386	2058	779	273	845	314	528	494	381	251	564	224	368	356	268	152	271	145	378	251
THU. 8.00P 30 NBC CS		99	99	B	23.5	36	1995	2039	773	334	867	323	539	485	385	267	555	214	363	332	257	153	271	151	346	234
CAGNEY & LACEY	19	205	205	A	16.4	26	1392	1460	713	309	864	328	573	476	407	266	432	150	254	259	212	137	99	52^	65^	59^
MON. 10.00P 60 CBS OP		99	99	B	17.1	27	1452	1446	751	306	852	282	483	437	388	321	470	159	285	269	230	156	80	45	44	36
10.00 - 10.30				A	16.7	26	1418	1462	721	316	856	330	567	473	395	266	443	158	269	277	213	133	98	52^	65^	59^
10.30 - 11.00				A	16.2	26	1375	1441	698	299	864	325	573	472	413	263	416	141	235	239	206	140	95	49^	66^	60^
CBS EVENING NEWS-RATHER	115	205	207	A	13.3	23	1129	1554	684	204	736	154	312	297	352	394	593	126	269	267	301	292	90	49^	135	87
M-F 6.30P 30 CBS N		99	99	B	13.7	24	1163	1489	690	219	745	140	292	293	338	416	587	115	237	242	287	312	64	33	93	55
CBS EVENING NEWS-SUNDAY	15	179	184	A	9.8	18	832	1697	727	243	828	217	378	359	353	418	745	232	390	407	316	309	16v	6v	108^	62^
CONT'D																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS EVENING NEWS-S-CONT'D																										
1 SUN. 6.30P 30 CBS N		90	91	B	8.8	15	747	1538	676	220	736	126	267	282	340	430	655	168	308	325	301	307	61	30	86	53
2 SUN. 6.00P 30																										
CBS SAT. NEWS-SCHIEFFER	17	176	177	A	8.5	17	722	1402	591	106^	616	73^	167^	194	353	408	692	144^	270	296	418	363	41v	41v	53^	29v
SAT. 6.30P 30 CBS N		91	93	B	9.4	18	798	1523	669	212	722	122	266	271	341	414	636	161	282	283	303	307	63	31	102	59
CBS SPECIAL MOVIE PRES(S)		206		A	21.2	34	1800	2177	712	304	825	396	584	470	299	226	566	315	437	328	198	114^	173	120^	613	346
1 FRI. 8.00P 120 CBS FF		99																								
8.00 - 8.30				A	18.6	31	1579	2261	724	293	833	383	591	486	336	224	536	276	419	346	217	104^	205	147^	687	382
8.30 - 9.00				A	20.1	32	1706	2227	707	318	824	401	592	483	312	214	557	310	448	347	214	98^	174	123^	672	380
9.00 - 9.30				A	22.4	36	1902	2136	694	300	806	398	566	447	262	231	575	340	438	312	175	120^	160	107^	595	335
9.30 - 10.00				A	23.8	38	2021	2091	722	304	832	404	586	464	284	230	581	330	437	309	184	128	158	105^	520	299
CBS TUESDAY NIGHT MOVIES	15		202	A	18.1	29	1537	1659	802	315	944	380	604	495	388	280	425	138^	224	216	210	158^	173	123^	117^	84^
2 TUE. 9.00P 120 CBS FF			99	B	16.6	26	1409	1609	771	300	864	278	495	457	415	311	513	175	301	280	253	169	131	75	101	69
9.00 - 9.30				A	17.3	26	1469	1696	812	329	992	385	627	514	410	297	422	124^	191	205	205	173	145^	116^	137^	108^
9.30 - 10.00				A	17.9	27	1520	1628	809	333	962	403	631	511	390	267	402	118^	201	209	205	149^	155^	118^	109^	81^
10.00 - 10.30				A	18.7	31	1588	1681	808	303	933	378	605	502	383	271	414	141^	234	211	207	142^	192	130^	142^	104^
10.30 - 11.00				A	18.6	33	1579	1617	777	294	889	352	549	453	367	288	459	163	264	235	228	166	190	127^	79^	46^
CBS WEDNESDAY NIGHT MOVIE	20	198	197	A	10.1	16	857	1585	688	285	729	249	409	363	321	265	525	196	325	271	221	173	221	107^	110^	64^
WED. 9.00P 120 CBS FF		98	97	B	12.4	19	1053	1650	704	272	773	239	448	402	386	277	614	197	381	361	321	188	133	52	130	85
9.00 - 9.30				A	10.6	16	900	1626	703	264	742	242	407	365	322	279	518	167	297	268	242	185	215	98^	151	87^
9.30 - 10.00				A	10.1	15	857	1641	699	292	740	246	393	363	326	276	512	183	311	257	228	173	262	119^	127^	83^
10.00 - 10.30				A	10.2	17	866	1565	679	290	721	255	416	371	319	251	540	231	364	282	203	164	218	121^	86^	45^
10.30 - 11.00				A	9.4	16	798	1496	666	286	716	254	420	352	317	254	519	208	331	274	198	164	182	86^	79^	40v
CHARLES IN CHARGE	20	201	160	A	12.9	20	1095	1871	685	311	799	324	533	438	353	219	307	114^	196	182	144	99^	384	238	381	243
WED. 8.00P 30 CBS CS		97	88	B	13.5	21	1146	1817	671	287	780	316	498	402	311	247	452	169	298	264	207	130	278	171	307	210
CHEERS	22	200	192	A	21.7	32	1842	1890	804	292	867	372	591	524	369	226	650	289	468	440	289	142	215	114	158	98
THU. 9.00P 30 NBC CS		99	97	B	19.5	29	1656	1827	764	365	857	365	559	498	357	238	605	278	424	383	259	141	203	112	162	113
CODE NAME: FOXFIRE	4		172	A	10.8	17	917	1727	668	241^	731	280	463	402	349	199^	587	205^	329	318	290	204^	161^	59v	248^	145^
2 FRI. 8.00P 60 NBC A			94	B	12.8	20	1087	1809	716	269	778	251	468	445	402	248	595	177	332	313	316	214	151	64	285	188
8.00 - 8.30				A	10.5	17	891	1760	674	255^	732	285	466	414	348	199^	612	216^	346	333	305	209^	154^	57v	262^	165^
8.30 - 9.00				A	11.0	17	934	1699	662	226^	732	277	462	396	350	199^	564	192^	314	305	279	200^	169^	62v	234^	127^
COVER-UP	17	191	188	A	12.7	24	1078	1926	777	301	843	293	551	499	433	256	733	235	473	410	404	227	221	122	129	100^
SAT. 10.00P 60 CBS GD		98	96	B	13.9	25	1180	1757	726	287	793	250	497	465	411	250	673	213	436	427	374	193	144	53	147	114
10.00 - 10.30				A	12.9	24	1095	1933	779	307	843	296	547	495	418	261	738	220	467	419	408	240	221	118	131	102^
10.30 - 11.00				A	12.5	24	1061	1911	773	289	841	288	554	501	447	249	726	252	478	397	396	216	218	125	126	97^
CRAZY LIKE A FOX	8	204	205	A	19.0	28	1613	1583	742	273	811	190	393	388	390	375	548	109	279	307	333	215	109	54^	115	94
SUN. 9.00P 60 CBS PD		99	99	B	19.7	28	1673	1654	759	318	846	201	420	415	432	370	585	140	311	324	328	225	106	44	117	79
9.00 - 9.30				A	18.4	27	1562	1599	756	273	825	193	391	390	394	387	547	107	270	300	328	223	108	52^	119	94
9.30 - 10.00				A	19.5	29	1656	1568	730	274	801	190	397	387	385	367	550	111	285	315	339	210	109	54^	108	95
DALLAS	22	207	193	A	22.5	36	1910	1629	837	333	930	280	492	430	399	399	536	179	279	252	250	223	59^	43^	104	76
1 FRI. 10.00P 60 CBS GD		99	97	B	25.2	40	2139	1646	854	320	938	286	487	453	405	398	505	153	260	255	228	211	90	50	113	75
2 FRI. 9.00P 60																										
9.00 - 9.30				A	22.1	35	1876	1614	824	289	878	266	429	428	358	402	496	139	252	253	270	212	97^	62^	143	112^
9.30 - 10.00				A	22.7	36	1927	1578	833	272	877	246	426	430	392	400	478	126^	230	240	262	216	102^	73^	121^	104^
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																											
DALLAS-CONT'D																											
10.00 - 10.30					A	22.6	37	1919	1655	844	370	978	309	551	412	406	402	564	223	306	250	217	230	19v	19v	94^	51^
10.30 - 11.00					A	22.6	37	1919	1646	845	400	979	294	554	447	441	387	596	229	326	266	240	231	14v	14v	57^	39^
DIFF'RENT STROKES-SAT.		22	193	185	A	16.2	28	1375	1873	671	227	740	198	418	421	360	268	399	120	227	232	219	120	238	171	496	378
SAT. 8.00P 30 NBC	CS		97	96	B	15.3	26	1299	1970	713	280	794	279	459	408	321	294	437	144	244	245	213	151	282	188	457	328
DOUBLE TROUBLE		14	191	178	A	14.3	24	1214	1976	614	205	700	216	425	417	328	224	434	148	266	265	229	120	273	188	569	440
SAT. 8.30P 30 NBC	CS		98	95	B	14.2	23	1206	2053	696	271	788	290	485	427	336	260	448	158	267	257	224	140	319	218	498	361
DYNASTY		22	207	206	A	24.4	36	2072	1681	822	362	944	344	580	501	424	316	531	168	307	304	249	187	94	53^	112	65
WED. 9.00P 60 ABC	GD		99	99	B	25.3	38	2148	1692	840	355	955	356	581	503	409	318	545	217	328	291	221	179	96	56	96	54
9.00 - 9.30					A	23.9	35	2029	1690	817	358	938	346	574	490	416	317	522	166	298	294	241	186	100	55^	130	79
9.30 - 10.00					A	25.0	37	2123	1661	823	365	944	341	582	510	428	311	535	170	313	312	252	186	86	50^	96	53^
E/R		13	203	157	A	12.5	19	1061	1898	702	314	833	348	553	440	343	239	370	138	231	226	180	116^	375	228	320	204
WED. 8.30P 30 CBS	CS		98	88	B	12.9	19	1095	1727	672	280	766	302	487	411	326	240	458	167	299	264	223	137	276	165	227	157
FACTS OF LIFE		20	194		A	17.1	25	1452	1952	767	395	855	315	568	520	402	218	537	215	359	291	261	146^	297	127^	263	210
1 WED. 9.00P 30 NBC	CS		97		B	16.1	24	1367	1779	750	305	815	304	505	450	365	258	480	178	302	270	222	149	260	143	224	167
FALCON CREST		21		192	A	17.5	29	1486	1464	779	252	810	183	344	375	361	423	475	128^	210	227	248	233	98^	63^	81^	81^
2 FRI. 10.00P 60 CBS	GD			97	B	20.2	34	1715	1546	843	298	925	252	448	430	417	416	467	135	227	227	215	207	91	53	63	46
10.00 - 10.30					A	17.8	29	1511	1471	787	262	816	188	345	374	349	429	471	134^	210	227	243	225	101^	67^	83^	83^
10.30 - 11.00					A	17.3	30	1469	1442	765	238	796	178	339	369	367	414	473	118^	205	226	254	238	94^	58^	79^	79^
FALL GUY		23	208	151	A	16.3	25	1384	1858	648	257	755	296	448	355	332	259	632	264	409	336	265	179	171	56^	300	198
WED. 8.00P 60 ABC	A		99	90	B	17.5	27	1486	1827	686	267	771	276	448	375	334	285	643	236	400	348	292	207	145	59	268	175
8.00 - 8.30					A	15.3	24	1299	1836	630	225	749	299	446	350	325	252	641	286	420	338	259	175	153	54^	293	183
8.30 - 9.00					A	17.2	26	1460	1879	661	285	757	291	449	359	340	263	623	246	398	332	272	182	189	59^	310	212
FAMILY TIES		23	201	206	A	25.1	37	2131	2024	780	267	850	344	551	510	371	230	520	223	352	338	228	127	284	148	370	255
THU. 8.30P 30 NBC	CS		99	99	B	21.6	32	1834	1983	759	334	855	355	553	492	361	240	529	226	359	321	228	135	270	161	329	224
FINDER OF LOST LOVES		19	205	203	A	13.2	25	1121	1485	721	267	820	200	388	375	372	383	451	159	215	195	179	197	137	103^	77^	50^
SAT. 10.00P 60 ABC	GD		99	99	B	13.7	25	1163	1542	785	280	865	228	421	400	403	392	464	128	233	227	228	194	118	76	95	67
10.00 - 10.30					A	12.8	23	1087	1497	724	261	820	208	396	381	365	376	439	159	211	189	164	196	140	107^	98^	62^
10.30 - 11.00					A	13.5	26	1146	1470	722	271	822	196	381	367	376	393	464	160	219	197	189	204	130	96^	54^	36^
GETTING THE LAST LAUGH(S)			206		A	9.0	14	764	1404	700	324	835	322^	634	560	433	155^	500	171^	333	278^	210^	157^	26v	15v	43v	43v
1 TUE. 10.00P 60 ABC	U		97																								
10.00 - 10.30					A	9.4	14	798	1410	709	336	848	323	638	555	440	164^	465	193^	322	263^	158^	143^	45v	27v	52v	52v
10.30 - 11.00					A	8.6	14	730	1382	690	311^	817	320^	628	560	424	143^	532	147^	344	290^	261^	170^	LT	LT	33v	33v
GIMME A BREAK		14	184	182	A	13.3	23	1129	1956	721	233	798	246	520	511	403	225	438	137	278	288	248	107^	288	173	432	307
SAT. 9.00P 30 NBC	CS		97	95	B	14.4	23	1223	1998	725	294	827	314	530	462	376	241	444	152	274	272	226	134	290	188	437	317
GRAMMY AWARDS(S)			205		A	23.8	35	2021	1837	683	300	802	385	615	474	329	148	580	273	461	386	269	99^	290	214	165	119^
1 TUE. 8.00P 200 CBS	AC		99																								
8.00 - 8.30					A	23.8	35	2021	2015	721	347	853	369	597	471	365	204	564	274	464	381	246	92^	322	242	276	187
8.30 - 9.00					A	25.4	35	2156	1936	705	334	821	376	598	478	333	184	529	267	417	349	219	95^	335	254	251	180
9.00 - 9.30					A	24.9	34	2114	1876	671	291	780	394	630	471	320	120	591	274	467	411	281	107^	333	256	172	138
9.30 - 10.00					A	24.4	34	2072	1843	683	292	803	405	663	498	336	112^	548	240	435	365	273	98^	327	233	165	130
10.00 - 10.30					A	24.2	35	2055	1774	686	287	809	408	649	501	327	122	608	298	486	381	271	94^	265	192	92^	72^
10.30 - 11.00					A	22.2	35	1885	1663	648	270	774	375	591	454	321	142	611	291	486	408	288	98^	219	153	59^	36^
11.00 - 11.30					A	20.6	39	1749	1671	662	259	759	366	545	414	277	176	657	277	496	429	343	126^	154	124^	101^	51^

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
HARDCASTLE & MCCORMICK	9	206	140	A	15.5	22	1316	1927	738	297	849	291	493	390	414	298	696	212	399	368	361	243	109	53^	273	184
MON. 8.00P 60 ABC A		99	88	B	16.6	24	1409	1868	746	304	852	282	484	409	413	318	637	219	370	334	304	228	140	66	239	158
8.00 - 8.30				A	15.1	22	1282	1918	733	291	838	290	480	377	401	303	692	222	395	363	346	243	110	52^	278	184
8.30 - 9.00				A	15.9	23	1350	1930	739	301	855	289	505	395	428	294	695	199	402	372	373	241	110	55^	270	187
HIGHWAY TO HEAVEN	20	202	168	A	18.8	29	1596	1865	834	292	884	231	470	459	423	358	593	162	307	322	293	243	124	66^	264	205
WED. 8.00P 60 NBC GD		99	95	B	18.0	28	1528	1809	805	298	871	236	442	447	428	357	537	148	282	284	264	215	159	76	242	171
8.00 - 8.30				A	18.3	28	1554	1878	831	283	882	223	462	458	425	362	592	156	304	322	291	244	125	61^	279	215
8.30 - 9.00				A	19.4	29	1647	1834	826	296	875	235	470	458	416	349	585	163	306	322	290	237	125	72^	249	192
HILL STREET BLUES	22	203	209	A	14.4	24	1223	1670	753	322	812	329	565	523	398	204	716	364	542	445	294	154	89^	52^	53^	48^
THU. 10.00P 60 NBC OP		98	99	B	17.0	28	1443	1660	716	333	794	344	555	502	367	184	715	320	538	486	339	141	93	40	58	38
10.00 - 10.30				A	14.9	24	1265	1668	755	321	812	328	577	534	397	200	710	360	540	447	292	150	91^	56^	55^	50^
10.30 - 11.00				A	13.9	24	1180	1661	749	320	809	325	548	507	401	211	716	366	543	444	294	154	85^	49^	51^	46^
HOTEL	21	207	197	A	19.3	32	1639	1533	818	357	910	283	503	475	434	349	503	178	287	256	219	186	61^	36^	59^	27^
WED. 10.00P 60 ABC GD		99	99	B	20.1	34	1706	1550	815	314	919	299	508	448	419	350	508	183	279	243	220	191	80	50	43	26
10.00 - 10.30				A	19.7	32	1673	1546	824	367	915	289	511	485	436	342	500	180	290	259	217	180	63^	35^	68^	32^
10.30 - 11.00				A	18.8	33	1596	1521	819	348	909	280	498	467	431	358	505	172	280	252	222	193	57^	35^	50^	24^
IT'S YOUR MOVE	7	180	178	A	11.8	20	1002	2059	755	252	819	264	558	540	430	197	463	165	274	280	245	123^	353	227	424	343
SAT. 9.30P 30 NBC CS		97	95	B	12.4	20	1053	2009	698	262	782	304	519	464	349	207	450	167	290	275	237	120	329	213	448	341
JEFFERSONS	7		148	A	10.2	15	866	1917	826	372	912	253^	540	500	450	341	562	182^	307	293	284^	230^	158^	158^	285^	233^
2 TUE. 8.00P 30 CBS CS			87	B	11.3	16	959	1740	720	297	837	234	411	379	370	367	512	167	249	212	216	225	171	108	220	127
KATE & ALLIE	18	204	200	A	19.5	28	1656	1699	758	323	880	343	571	499	384	272	452	136	277	279	241	134	189	94	178	124
MON. 9.00P 30 CBS CS		99	98	B	18.6	27	1579	1628	778	314	863	297	499	465	369	316	463	154	281	265	218	155	148	88	154	107
KNIGHT RIDER	16	197	198	A	16.6	24	1409	2105	631	216	699	274	440	400	315	217	717	298	488	436	316	176	165	72^	524	359
SUN. 8.00P 60 NBC A		99	99	B	16.7	24	1418	2116	694	265	757	311	503	453	336	205	652	267	455	412	300	155	223	113	484	334
8.00 - 8.30				A	15.6	23	1324	2137	626	225	704	265	441	402	325	225	720	292	487	431	325	176	171	77^	542	382
8.30 - 9.00				A	17.5	25	1486	2079	634	209	694	281	437	402	305	209	717	303	491	438	312	177	159	69^	509	343
KNOTS LANDING	21	205	201	A	20.4	34	1732	1486	798	305	894	319	518	459	380	321	455	142	233	218	220	194	83	47^	54^	41^
THU. 10.00P 60 CBS GD		99	99	B	20.3	33	1723	1557	834	328	943	345	546	476	396	344	447	160	263	237	204	159	104	63	63	46
10.00 - 10.30				A	20.6	33	1749	1519	815	308	909	324	535	470	389	319	462	149	239	219	220	193	100	58^	48^	39^
10.30 - 11.00				A	20.1	35	1706	1453	784	301	882	314	505	449	375	322	448	136	227	216	219	195	64^	35^	59^	45^
LOVE BOAT	23	205	197	A	13.7	23	1163	1538	776	206	847	172	375	365	405	430	465	116	212	200	212	223	133	102^	93^	70^
SAT. 9.00P 60 ABC CS		99	99	B	15.6	26	1324	1648	784	271	866	232	390	368	362	423	511	139	247	227	237	231	138	85	133	90
9.00 - 9.30				A	13.6	23	1155	1528	776	197	845	171	376	362	402	429	464	111	209	193	214	229	120	95^	99^	77^
9.30 - 10.00				A	13.9	24	1180	1529	770	213	840	172	371	360	399	428	457	113	210	204	210	215	145	108	87^	64^
MACGRUDER AND LOUD	6	205	200	A	13.5	20	1146	1612	752	290	815	294	516	471	375	245	537	207	295	271	212	206	96^	50^	164	112
TUE. 9.00P 60 ABC OP		99	99	B	15.2	22	1290	1616	737	314	817	325	520	467	365	237	549	208	347	331	256	168	129	67	121	69
9.00 - 9.30				A	13.3	19	1129	1624	753	285	814	280	507	463	381	253	538	211	297	273	210	203	99^	44^	173	118
9.30 - 10.00				A	13.7	20	1163	1594	745	291	813	308	526	480	368	234	534	203	295	271	214	205	94^	58^	153	106^
MAGIC-DAVID COPPERFIELD(S)			188	A	16.8	27	1426	1951	716	239	775	189	357	370	356	383	613	180	336	334	290	246	109^	53^	454	271
2 FRI. 8.00P 60 CBS GV			97																							
8.00 - 8.30				A	15.9	25	1350	1962	709	240	768	177^	344	355	355	393	615	179^	334	329	288	254	113^	57^	466	276
8.30 - 9.00				A	17.8	28	1511	1925	716	236	775	198	367	381	352	373	601	173	331	335	293	235	107^	49^	442	265
MAGNUM, P.I.	23	205	194	A	17.4	26	1477	1799	785	323	854	248	457	396	412	356	613	152	323	325	330	243	140	60^	192	118
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MAGNUM, P.I.-CONT'D																										
THU. 8.00P 60 CBS PD		98	97	B	19.6	30	1664	1744	734	275	807	225	413	389	375	348	637	188	358	344	314	239	123	46	177	120
8.00 - 8.30				A	16.0	24	1358	1771	778	318	848	244	450	382	413	363	599	144	310	315	320	243	130	52^	194	122
8.30 - 9.00				A	18.8	28	1596	1815	791	328	859	256	466	403	410	351	621	160	336	332	332	240	145	64^	190	116
MATT HOUSTON	22	199	177	A	10.6	18	900	1640	763	240	796	223	448	454	417	263	586	173	310	299	313	208	147	38^	111^	77^
FRI. 10.00P 60 ABC PD		97	93	B	12.5	21	1061	1697	744	312	825	278	516	497	420	243	576	177	343	339	321	184	144	75	152	113
10.00 - 10.30				A	10.4	17	883	1581	743	221	775	210	422	432	408	266	552	147	285	288	307	201	147	37^	107^	77^
10.30 - 11.00				A	10.9	18	925	1677	775	255	809	235	467	471	419	257	608	193	328	303	313	213	146	37^	114^	77^
MIAMI VICE	20	192	186	A	13.7	23	1163	1683	685	253	769	296	523	497	370	185	631	217	434	419	343	169	139	58^	144	121
FRI. 10.00P 60 NBC OP		99	97	B	14.0	23	1189	1777	670	298	747	326	550	476	359	153	711	309	522	483	334	146	160	64	159	120
10.00 - 10.30				A	13.8	23	1172	1689	691	245	775	301	532	491	373	191	630	223	437	420	338	164	146	58^	138	108^
10.30 - 11.00				A	13.6	23	1155	1663	673	259	755	288	511	497	366	178	627	213	429	416	344	169	130	55^	151	134
M.NESMITH IN TV PARTS(S)			184	A	15.6	24	1324	1745	779	400	845	369	592	573	357	195	579	279	450	367	216	115^	196	117^	125^	82^
2 THU. 9.30P 30 NBC CV			97																							
MOONLIGHTING	1		200	A	13.6	23	1155	1626	719	192^	741	284	432	434	291	255	604	235	344	311	268	221	194^	53v	87^	52v
2 TUE. 10.00P 60 ABC PD			99	B	13.6	23	1155	1626	719	192	741	284	432	434	291	255	604	235	344	311	268	221	194	53	87	52
10.00 - 10.30				A	14.1	23	1197	1648	732	207^	758	307	440	433	280	262	595	233	335	310	266	219	185^	58^	110^	79^
10.30 - 11.00				A	13.2	23	1121	1577	695	172^	714	260	421	427	297	244	604	233	347	309	265	220^	200^	43v	59^	22v
MOVIE OF THE WEEK-TUE(S)		203		A	22.9	33	1944	1729	966	398	1065	268	548	565	559	413	529	102^	275	294	313	212	78^	71^	57^	31v
1 TUE. 9.00P 120 NBC FF		99																								
9.00 - 9.30				A	21.7	30	1842	1779	985	396	1076	267	544	573	564	423	509	100^	267	285	299	204	84^	68^	110^	56^
9.30 - 10.00				A	22.2	31	1885	1712	968	385	1060	255	536	565	565	418	514	99^	262	285	302	207	84^	74^	54^	29v
10.00 - 10.30				A	24.0	35	2038	1710	973	408	1081	270	565	575	575	412	530	99^	275	296	322	210	72^	72^	27v	20v
10.30 - 11.00				A	23.7	37	2012	1718	944	399	1048	277	548	555	539	402	559	110^	296	308	330	227	69^	69^	42^	20v
MOVIE OF THE WEEK-FRI(S)		179		A	10.8	17	917	1618	596	171^	638	72^	301	315	419	316	631	90^	331	375	388	219^	49v	LT	300	208^
1 FRI. 8.00P 120 NBC FF		97																								
8.00 - 8.30				A	10.2	17	866	1607	534	150^	593	58v	299	299	381	294	642	102^	293	350	371	245^	45v	LT	327	242^
8.30 - 9.00				A	10.1	16	857	1597	526	137^	583	56v	270^	270^	355	313	642	94^	346	366	382	227^	66v	LT	306	212^
9.00 - 9.30				A	11.2	18	951	1599	630	184^	675	85^	301	328	448	339	588	56v	311	357	395	203^	39v	LT	297	204^
9.30 - 10.00				A	11.8	19	1002	1642	665	203^	679	79^	326	350	475	312	642	110^	367	415	395	201^	46v	LT	275	178^
MOVIE OF THE WEEK-WED(S)			194	A	18.2	29	1545	1737	828	232	906	264	523	485	469	331	670	208	340	341	340	269	85^	39v	76^	38v
2 WED. 9.00P 120 NBC FF			98																							
9.00 - 9.30				A	17.2	26	1460	1767	856	249	901	245	512	499	485	323	647	198	324	330	329	260	101^	59^	118^	81^
9.30 - 10.00				A	18.3	27	1554	1803	850	242	927	265	535	494	478	334	676	220	355	346	337	265	110^	53^	90^	52^
10.00 - 10.30				A	18.9	31	1605	1697	802	213	904	275	528	470	456	337	684	205	343	344	355	284	64^	21v	45^	11v
10.30 - 11.00				A	18.3	32	1554	1685	812	224	895	268	516	476	462	333	674	207	342	337	344	273	61^	22v	55^	11v
MURDER, SHE WROTE	19	206	207	A	20.6	30	1749	1619	824	303	890	178	408	421	458	427	575	101	250	262	341	283	88	41^	66^	53^
SUN. 8.00P 60 CBS SM		99	99	B	19.6	29	1664	1656	782	318	862	193	402	399	433	402	575	131	280	294	309	245	99	44	120	81
8.00 - 8.30				A	20.6	30	1749	1611	822	303	886	173	405	424	459	425	575	98	246	262	342	287	86	39^	64^	49^
8.30 - 9.00				A	20.7	30	1757	1612	821	301	889	183	407	415	454	428	568	100	247	262	340	277	88	42^	67^	54^
NBC MONDAY NIGHT MOVIES	21	203	197	A	18.3	28	1554	1557	888	301	970	238	497	505	497	386	467	103	230	250	260	203	77^	66^	43^	26^
MON. 9.00P 120 NBC FF		99	98	B	19.4	30	1647	1738	807	307	874	290	525	485	438	285	587	208	368	347	296	174	154	79	123	83
9.00 - 9.30				A	18.6	27	1579	1580	862	274	940	227	480	483	465	378	463	108	224	244	246	205	100	89	77^	50^
9.30 - 10.00				A	18.1	26	1537	1589	883	296	976	250	509	502	497	380	459	100	222	243	251	202	94	83	60^	39^
10.00 - 10.30				A	18.2	28	1545	1533	907	314	988	242	507	522	512	391	471	105	235	257	263	201	56^	50^	18v	9v
10.30 - 11.00				A	18.0	29	1528	1535	911	322	987	233	497	518	524	401	480	100	241	259	280	207	56^	45^	12v	4v

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
NBC NEWS DIGEST-M-F							108	153	137	A	13.9	20	1180	1844	734	274	820	269	457	418	372	308	569	182	317	312	269	219	160	82	295	206
	1	M-TH	8.58P	1	NBC	N		82	79	B	14.4	22	1223	1923	746	300	818	289	487	447	377	271	603	219	373	348	281	194	204	102	298	203
	1	FRI.	9.09P	1																												
	2	M-F	8.58P	1																												
NBC NEWS DIGEST-2-M-F							49	169	157	A	13.1	20	1112	1731	837	280	923	303	546	500	438	319	580	206	336	327	279	213	126	59	102	64
	1	TUE.	9.56P	1	NBC	N		88	85	B	13.9	21	1180	1736	746	311	818	302	516	476	386	245	594	224	385	360	292	170	179	82	145	100
	1	THU.	9.58P	1																												
	2	MON.	10.05P	1																												
	2	WED.	9.56P	1																												
	2	FRI.	9.58P	1																												
NBC NEWS DIGEST-SAT							22	147	141	A	10.6	18	900	1959	673	203	752	229	435	414	333	274	456	158	280	278	228	135^	242	177	509	389
		SAT.	8.58P	1	NBC	N		82	77	B	11.8	20	1002	1977	714	277	809	297	475	419	324	293	425	152	245	239	196	147	301	202	442	318
NBC NEWS DIGEST-2-SAT.							10	154		A	9.8	16	832	1957	790	291^	871	269^	642	577	457	229^	454	159^	251^	280^	254^	137^	329	186^	303	240^
	1	SAT.	9.58P	1	NBC	N		85		B	10.1	17	857	1904	713	279	783	299	507	455	366	227	476	158	298	301	268	132	288	162	357	281
NBC NEWS DIGEST-SUN							21	156	152	A	13.2	19	1121	2122	684	246	749	286	450	408	334	246	754	302	476	442	324	225	155	77^	464	288
		SUN.	8.58P	1	NBC	N		85	83	B	14.2	20	1206	2021	719	277	786	287	479	426	365	257	654	246	422	384	307	196	195	112	386	258
NBC NEWS DIGEST-2-SUN.							11		171	A	14.3	22	1214	1764	546	241	600	316	450	309	217	138^	789	351	565	466	362	185^	141^	34v	234	167^
	2	SUN.	9.55P	1	NBC	N			87	B	16.1	24	1367	1741	715	305	775	278	486	441	382	242	643	244	434	404	322	169	160	65	163	113
NBC NIGHTLY NEWS-SAT.							19	164	163	A	7.2	15	611	1534	773	147^	784	195^	342	276	269	391	588	118^	275	262	258	286	11v	11v	151^	13v
		SAT.	6.30P	30	NBC	N		91	92	B	8.8	17	747	1477	695	195	725	127	269	290	334	400	612	141	256	260	274	313	55	17	85	54
NBC NIGHTLY NEWS-SUN							12	163	167	A	8.5	16	722	1532	692	402	795	262	388	377	354	294	655	206	332	329	288	248	44v	28v	38v	38v
		SUN.	6.30P	30	NBC	N		89	90	B	7.9	13	671	1549	664	251	720	164	297	299	333	361	602	156	276	292	281	268	80	55	147	96
NBC NIGHTLY NEWS							108	204	202	A	12.0	21	1019	1653	728	257	825	199	351	319	363	407	625	132	281	309	311	288	78	40^	125	77
		M-F	6.30P	30	NBC	N		99	99	B	11.5	20	976	1598	742	255	800	174	331	342	384	399	612	140	263	294	296	293	59	31	127	79
NBC SUNDAY NIGHT MOVIE							20	190	199	A	15.8	24	1341	1776	638	246	691	279	478	421	343	172	792	339	513	462	370	208	123	50^	170	126
	1	SUN.	9.00P	120	NBC	FF		96	98	B	16.7	26	1418	1745	723	312	803	281	501	466	407	239	649	239	421	405	334	172	143	63	150	106
	2	SUN.	9.00P	115																												
			9.00 - 9.30							A	15.8	23	1341	1763	617	236	674	280	453	407	318	177	765	314	494	458	365	201	116	48^	208	139
			9.30 - 10.00							A	15.8	23	1341	1793	637	253	692	283	477	428	337	178	786	323	504	457	379	208	131	51^	184	129
			10.00 - 10.30							A	16.1	25	1367	1804	654	247	705	277	498	427	365	168	810	361	530	469	366	208	129	55^	160	129
			10.30 - 11.00							A	15.4	26	1307	1763	654	259	705	282	495	427	356	169	821	368	529	474	369	215	112	43^	125	104
NEWHART							17	204	202	A	19.7	29	1673	1655	767	332	888	342	586	493	389	276	485	167	298	288	230	149	147	67^	135	94
		MON.	9.30P	30	CBS	CS		99	99	B	18.7	28	1588	1584	780	327	871	301	508	468	372	313	480	171	294	276	215	160	126	67	107	77
NEWSBREAK-M-F							112	176	169	A	14.7	22	1248	1694	769	300	864	317	534	461	373	286	498	173	299	266	227	171	161	97	171	115
	1	MTHF	9.58P	1	CBS	N		84	83	B	15.6	24	1324	1605	783	297	866	261	462	438	400	348	517	154	286	273	256	194	110	57	112	77
	1	TUE.	10.06P	1																												
	1	WED.	10.00P	1																												
	2	MTUTHF	9.58P	1																												
	2	WED.	9.52P	1																												
NEWSBREAK-SAT.							23	178	168	A	10.3	18	874	1645	688	246	740	247	415	389	345	282	677	176	412	407	366	215	95^	48^	133^	121^
		SAT.	9.58P	1	CBS	N		87	88	B	12.2	20	1036	1779	665	272	736	210	430	418	382	261	724	224	438	428	392	235	129	56	190	142
NEWSBREAK-SUN.							22	184	187	A	14.7	22	1248	1559	759	256	824	191	398	399	385	387	524	113	276	288	302	201	121	64^	90^	77^
		SUN.	9.58P	1	CBS	N		88	91	B	16.3	25	1384	1594	777	290	862	220	409	400	401	394	572	152	303	302	291	228	82	44	78	55

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
NIGHT COURT							21	195		A	17.5	27	1486	1809	859	312	897	389	609	555	374	219	623	284	440	460	284	134^	183	73^	106^	88^
	1	THU.	9.30P	30	NBC	CS		98		B	17.5	26	1486	1752	750	352	841	364	553	496	349	226	604	276	432	398	267	133	176	92	131	94
NIGHT OF 100 STARS(S)									207	A	17.9	28	1520	1743	757	292	893	286	466	422	415	352	635	209	331	302	258	260	113^	82^	102^	59^
	2	SUN.	8.00P	180	ABC	GV			99																							
8.00 - 8.30										A	16.9	26	1435	1791	762	234	817	268	385	389	360	348	678	229	390	371	285	256	135^	92^	161^	111^
8.30 - 9.00										A	17.4	25	1477	1812	755	297	863	305	439	406	375	352	646	216	363	328	259	254	159^	109^	144^	105^
9.00 - 9.30										A	19.0	28	1613	1770	699	325	862	278	460	414	412	328	662	212	331	303	266	280	137^	91^	109^	63^
9.30 - 10.00										A	19.3	29	1639	1731	762	353	928	303	526	469	450	322	607	197	291	255	246	266	106^	87^	90^	38v
10.00 - 10.30										A	18.5	30	1571	1684	791	273	952	300	506	431	438	374	603	210	316	283	238	241	76^	64^	53^	16v
10.30 - 11.00										A	16.4	29	1392	1655	772	261	921	261	463	409	444	387	602	184	294	268	256	258	66^	44v	66^	21v
OTHERWORLD							7	200	178	A	9.1	16	773	2154	764	252	775	241	482	433	360	267	762	237	469	402	418	224	251	102^	366	256
		SAT.	8.00P	60	CBS	A		98	94	B	10.6	17	900	2113	742	293	796	264	530	484	397	224	729	264	494	458	378	180	221	79	367	264
8.00 - 8.30										A	9.0	15	764	2211	777	241	788	237	491	442	374	270	785	241	475	409	442	234	245	104^	393	269
8.30 - 9.00										A	9.2	16	781	2091	750	264	763	242	468	420	348	270	732	226	460	393	393	212	256	101^	340	242
PUNKY BREWSTER							19	186	186	A	11.2	18	951	2300	675	264	750	255	490	431	357	239	538	225	377	318	249	117^	274	150	738	492
		SUN.	7.30P	30	NBC	CS		95	95	B	11.5	17	976	2152	659	262	753	286	488	424	321	234	508	211	334	323	220	133	263	162	628	423
REMINGTON STEELE							18		188	A	14.3	24	1214	1622	681	315	787	263	479	441	373	253	634	235	410	350	290	200^	80^	26v	121^	95^
	2	TUE.	10.00P	60	NBC	PD			97	B	17.4	29	1477	1603	717	296	787	269	495	468	396	236	634	244	441	398	316	159	106	39	76	52
10.00 - 10.30										A	14.5	24	1231	1614	669	304	775	249	475	444	374	249	638	236	407	362	298	197^	76^	23v	125^	103^
10.30 - 11.00										A	14.0	25	1189	1631	699	330	803	279	485	442	372	258	633	233	414	339	286	204^	80^	28v	115^	88^
RIPLEY'S BELIEVE IT-NOT							22	193	191	A	12.3	20	1044	2088	768	307	842	328	543	443	364	242	793	307	543	472	363	210	144	46^	309	223
		SUN.	7.00P	60	ABC	U		96	95	B	11.6	18	985	2114	721	291	803	319	522	458	366	220	782	315	532	476	359	205	183	62	346	234
7.00 - 7.30										A	11.2	18	951	2070	747	307	821	314	519	435	352	246	808	323	561	482	359	205	125^	36^	316	238
7.30 - 8.00										A	13.4	21	1138	2091	780	306	855	337	560	446	372	240	777	292	524	462	362	215	160	57^	299	209
RIPTIDE							18		190	A	18.4	28	1562	1759	612	231	700	193	378	378	377	254	661	208	413	387	334	204	201	87^	197	130^
	2	TUE.	9.00P	60	NBC	PD			97	B	19.5	29	1656	1752	687	299	759	268	471	441	363	237	661	245	438	405	321	184	170	60	162	115
9.00 - 9.30										A	18.6	28	1579	1787	602	224	688	200	375	380	365	240	672	209	427	411	347	197	208	90^	219	142^
9.30 - 10.00										A	18.1	28	1537	1730	617	236	708	185	379	377	388	265	652	208	402	363	320	211	197	85^	173	115^
RODNEY DANGERFIELD SPEC.(S)								207		A	15.2	22	1290	1915	709	368	764	348	503	395	268	222	806	400	603	555	322	159^	171^	110^	174^	97^
	1	SUN.	8.00P	60	ABC	CV		99																								
8.00 - 8.30										A	15.1	22	1282	1926	719	371	773	360	509	394	264	230	815	399	618	562	331	156^	171^	110^	167^	107^
8.30 - 9.00										A	15.2	21	1290	1906	707	368	761	341	503	400	271	214	798	400	589	552	313	162^	168^	107^	179^	87^
ST. ELSEWHERE							21	204		A	14.3	24	1214	1586	753	329	814	356	560	544	347	197^	620	308	479	420	269	113^	43v	27v	109^	80^
	1	WED.	10.00P	60	NBC	GD		99		B	13.9	23	1180	1602	789	357	855	352	583	553	396	216	572	269	436	385	252	112	113	49	62	38
10.00 - 10.30										A	14.6	23	1240	1624	757	342	816	354	561	551	346	195^	625	302	481	430	276	117^	60^	31v	123^	97^
10.30 - 11.00										A	14.0	24	1189	1533	745	314	808	353	555	534	348	199^	613	310	472	411	262	109^	22v	22v	90^	62^
SARA							5	193		A	14.8	22	1257	1798	711	375	806	299	536	520	384	198	551	268	407	332	230	116^	246	83^	195^	165^
	1	WED.	9.30P	30	NBC	CS		97		B	15.3	22	1299	1712	731	328	794	308	509	457	346	229	529	219	368	304	236	136	241	110	148	116
SCARECROW & MRS. KING							18	207	181	A	16.9	24	1435	1723	742	354	817	259	467	428	369	313	460	96	255	270	266	181	176	112	270	194
		MON.	8.00P	60	CBS	GD		99	95	B	17.6	26	1494	1653	765	312	849	249	448	429	384	354	481	129	257	252	245	191	123	72	200	137
8.00 - 8.30										A	16.2	24	1375	1705	731	345	810	254	452	406	365	322	447	89^	234	263	266	181	176	113	272	194
8.30 - 9.00										A	17.5	25	1486	1743	754	361	826	267	485	446	370	306	474	108	277	277	263	179	173	110	270	196
SILVER SPOONS							19	183	187	A	10.4	17	883	2054	653	286	770	271	501	406	363	243	522	218	331	287	226	138^	208	118^	554	388
		SUN.	7.00P	30	NBC	CS		95	95	B	10.5	16	891	2013	644	278	731	270	461	405	322	231	509	205	332	314	228	133	242	149	531	366

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																													
SIMON & SIMON				22	206	196	A	22.5	34	1910	1674	796	332	874	261	489	460	428	322	537	162	291	273	251	211	136	61^	127	82
THU. 9.00P	60	CBS	PD		99	97	B	22.1	33	1876	1668	773	283	851	252	464	432	405	335	582	168	324	315	294	217	117	47	118	78
9.00 - 9.30							A	21.4	32	1817	1709	797	333	867	247	476	455	434	328	545	157	289	276	260	218	145	65^	152	95
9.30 - 10.00							A	23.6	36	2004	1635	794	329	880	275	499	462	422	315	528	164	290	273	244	202	124	54^	103	70
60 MINUTES				24	208	209	A	22.2	36	1885	1638	733	274	769	161	348	372	396	367	693	175	340	370	362	279	100	64^	76	37^
SUN. 7.00P	60	CBS	DN		99	99	B	22.4	34	1902	1617	739	290	789	165	335	349	390	398	687	181	349	353	344	284	67	28	74	43
7.00 - 7.30							A	21.5	35	1825	1637	727	277	765	167	349	370	388	364	689	175	339	370	357	280	100	64^	83	40^
7.30 - 8.00							A	22.8	36	1936	1641	740	273	775	155	348	373	405	374	695	177	344	371	366	277	99	64^	72	32^
SPORTSBREAK-SAT				24	192	177	A	9.1	16	773	2069	769	262	780	246	465	401	339	288	724	204	430	365	393	242	241	98^	324	235
SAT. 8.58P	1	CBS	SN		96	91	B	11.9	20	1010	1999	695	269	764	248	470	438	372	250	716	258	464	430	364	210	164	64	355	247
SPORTSBREAK-SUN				24	202	202	A	16.9	24	1435	1600	805	302	870	188	395	414	436	416	555	108	248	259	320	266	102	52^	73^	60^
SUN. 8.58P	1	CBS	SN		96	96	B	18.5	27	1571	1680	786	310	865	204	405	405	425	398	579	142	297	302	306	235	107	54	129	87
STREET HAWK				10	194	173	A	11.1	18	942	1618	733	293	805	182	429	446	456	297	468	104^	230	243	268	186	132^	47^	213	145
FRI. 9.00P	60	ABC	A		95	91	B	13.7	21	1163	1857	709	291	804	292	503	475	382	238	562	206	356	340	276	159	170	71	321	215
9.00 - 9.30							A	10.8	17	917	1641	734	309	816	187	442	458	466	294	459	98^	224	248	273	180	135^	51^	231	162
9.30 - 10.00							A	11.5	18	976	1576	721	274	787	175	415	430	445	295	467	104^	230	238	265	185	129	41^	193	127^
T.J. HOOKER				19	206	192	A	14.4	25	1223	1526	681	238	767	195	343	313	354	375	580	133	284	252	290	273	71^	36^	108	97^
SAT. 8.00P	60	ABC	OP		99	97	B	13.5	23	1146	1675	733	277	821	209	370	340	364	399	579	134	268	270	285	269	116	59	159	103
8.00 - 8.30							A	13.4	23	1138	1525	661	234	749	186	325	299	340	371	599	128	290	258	308	283	66^	31^	111^	102^
8.30 - 9.00							A	15.4	26	1307	1516	696	241	778	202	353	324	362	378	558	134	276	247	274	259	74^	40^	106	93^
TV BLOOPERS & PRAC. JOKES				20	204	164	A	18.9	27	1605	1887	710	272	806	327	504	419	306	264	527	193	336	300	238	164	283	102	271	196
MON. 8.00P	60	NBC	CV		99	93	B	17.3	26	1469	1916	746	300	830	320	512	431	363	264	561	210	352	312	259	180	240	115	285	199
8.00 - 8.30							A	18.7	27	1588	1911	725	285	814	319	504	432	323	268	535	193	336	300	241	170	289	104	273	189
8.30 - 9.00							A	19.2	27	1630	1844	689	255	791	330	500	404	288	260	513	194	332	297	229	157	273	100	267	202
THREE'S A CROWD				17	204	132	A	12.8	19	1087	1992	774	327	879	359	532	435	366	273	562	235	339	301	237	173	209	92^	342	209
TUE. 8.00P	30	ABC	CS		99	88	B	15.0	22	1274	1789	734	282	823	303	462	380	340	309	530	212	314	276	214	182	186	104	250	157
TRAPPER JOHN, M.D.				18	205	205	A	17.9	29	1520	1507	745	321	834	216	407	378	373	392	529	158	316	315	286	184	62^	50^	82^	42^
SUN. 10.00P	60	CBS	GD		99	99	B	16.4	27	1392	1508	738	292	844	224	417	390	392	380	540	170	303	288	270	201	69	40	55	31
10.00 - 10.30							A	18.1	29	1537	1512	746	322	839	225	419	386	375	387	532	158	316	313	285	189	60^	46^	81^	42^
10.30 - 11.00							A	17.8	31	1511	1486	736	317	818	203	392	369	372	392	523	156	315	315	287	181	65^	53^	80^	41^
20/20				20	205	194	A	13.7	23	1163	1569	777	284	820	190	444	457	455	304	636	170	331	350	339	248	73^	29^	40^	20v
THU. 10.00P	60	ABC	DN		99	97	B	14.3	24	1214	1554	742	297	805	197	421	430	425	316	621	168	338	360	317	222	80	41	48	32
10.00 - 10.30							A	14.1	23	1197	1566	788	289	828	210	471	470	455	288	624	155	335	360	348	229	82^	32^	32^	12v
10.30 - 11.00							A	13.3	23	1129	1568	766	276	813	169	414	440	455	323	644	180	321	339	328	266	64^	26v	47^	28v
V				5		157	A	10.3	16	874	1973	643	244^	756	363	604	495	324	113^	528	195^	374	373	278^	112^	265^	99^	424	292
2 FRI. 9.00P	60	NBC	SF			91	B	12.1	19	1027	1995	618	267	704	329	553	457	318	127	617	265	457	407	296	124	274	128	400	267
9.00 - 9.30							A	10.0	16	849	1914	640	203^	735	352	582	475	310	115^	504	167^	358	363	283^	106^	247^	79^	428	294
9.30 - 10.00							A	10.6	17	900	2009	641	280	767	370	617	506	331	112^	545	215^	384	380	273^	117^	280	117^	417	289
WEBSTER				23	203	171	A	14.2	23	1206	1740	818	268	896	221	435	429	432	381	527	106	226	299	320	210	70^	28^	247	201
FRI. 8.30P	30	ABC	CS		99	93	B	17.2	27	1460	1798	777	326	870	286	475	446	385	334	471	144	253	258	234	173	141	83	316	208
WHO'S THE BOSS?				17	205	139	A	14.1	20	1197	1904	814	356	889	360	583	476	392	251	577	244	351	329	242	175	183	103^	255	131
TUE. 8.30P	30	ABC	CS		99	88	B	16.0	23	1358	1776	754	311	844	329	512	423	353	281	528	210	322	292	225	165	188	114	216	136

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1985 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
•LATE FRINGE																														
ABC NEWS:NIGHTLINE					87	192	194	A	5.3	15	450	1298	598	213	649	169	337	322	337	247	593	144	305	291	347	253	42^	20v	14v	LT
1 MWTHF	11.30P	30	ABC	N		96	96	B	5.7	16	484	1328	620	225	681	169	351	329	364	267	568	162	313	307	289	214	41	19	38	22
1 TUE.	11.30P	31																												
2 M-F	11.30P	30																												
ABC ROCKS					20	138	130	A	1.9	6	161	857	366^	224^	497^	174v	391^	379^	323^	37v	317^	137v	162v	82v	61v	155v	LT	LT	LT	LT
FRI.	12.00M	32	ABC	PC		75	71	B	2.1	6	178	1081	422	190	501	234	383	308	225	78	393	179	283	245	182	97	80	LT	107	78
ABC WEEKEND REPORT-SAT.					21	164	162	A	4.1	10	348	1003	532	43v	595	78v	233^	295^	290^	297^	316^	44v	124^	167^	186^	149^	60v	23v	32v	32v
SAT.	11.30P	15	ABC	N		87	86	B	4.2	11	357	1248	674	185	709	178	367	373	399	262	458	103	217	219	261	208	47	35	34	26
ABC WEEKEND REPORT-SUN.					22	170	166	A	4.7	13	399	1268	521	142^	604	238^	338	251^	181^	236^	664	241^	328	300^	255^	284^	LT	LT	LT	LT
SUN.	11.30P	15	ABC	N		91	90	B	3.9	12	331	1274	616	224	665	243	388	331	320	225	511	181	323	272	253	167	37	LT	61	29
CBS NEWS NIGHTWATCH-1					106	56	57	A	1.0	11	85	906	389^	141v	459^	164v	235^	259^	212^	153v	447^	165v	212^	176v	224^	212^	LT	LT	LT	LT
1 MWTHSU	2.00A	30	CBS	N		57	57	B	1.2	13	102	885	419	189	462	124	267	265	261	142	416	175	262	240	194	129	LT	LT	LT	LT
1 TUE.	2.22A	8																												
2 M-THSU	2.00A	30																												
CBS NEWS NIGHTWATCH-2					10	74	76	A	1.0	14	85	788	271^	165v	365^	106v	235^	259^	223^	94v	423^	164v	223^	200^	200^	176v	LT	LT	LT	LT
M-THSU	2.30A	30	CBS	N		70	70	B	1.0	14	85	788	271	165	365	106	235	259	223	94	423	164	223	200	200	176	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-3					10	97	100	A	1.0	20	85	694^	283^	189^	306^	94v	235^	247^	200^	LT	388^	106v	212^	188^	188^	165v	LT	LT	LT	LT
M-THSU	3.00A	180	CBS	N		85	87	B	1.0	20	85	694	283	189	306	94	235	247	200	LT	388	106	212	188	188	165	LT	LT	LT	LT
3.00 - 3.30								A	1.1	17	93	720	269^	215^	376^	108v	237^	237^	204^	139v	344^	129v	172^	139v	161v	161v	LT	LT	LT	LT
3.30 - 4.00								A	1.0	18	85	565^	319^	130v	330^	142v	259^	223^	188^	71v	235^	LT	94v	59v	153v	141v	LT	LT	LT	LT
4.00 - 4.30								A	1.0	20	85	706^	318^	130v	318^	153v	224^	200^	165v	59v	388^	71v	165v	177v	235^	188^	LT	LT	LT	LT
4.30 - 5.00								A	1.0	22	85	682^	224^	118v	224^	82v	188^	224^	142v	LT	458^	164v	246^	188^	177v	212^	LT	LT	LT	LT
5.00 - 5.30								A	.9	20	76	632^	290^	264^	290^	LT	250^	290^	237^	LT	342^	LT	197v	197v	145v	145v	LT	LT	LT	LT
5.30 - 6.00								A	.9	20	76	763^	290^	290^	290^	LT	263^	290^	238^	LT	473^	144v	342^	342^	198v	131v	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD					23	136	134	A	4.9	10	416	1445	838	371	838	198^	386	427	401	379	503	224^	336	286^	188^	167^	37v	21v	67v	50v
SUN.	11.00P	15	CBS	N		72	72	B	5.8	12	492	1372	699	274	789	181	360	373	380	368	523	169	294	282	255	205	40	21	20	15
DAVID LETTERMAN I					87	188	191	A	3.5	18	297	1320	557	182^	575	219	330	282	224	202^	701	394	575	391	246	119^	21v	LT	23v	LT
M-TH	12.30A	30	NBC	GV		98	99	B	3.7	18	314	1291	529	183	581	238	334	285	244	175	635	365	483	336	212	124	42	LT	33	LT
DAVID LETTERMAN II					87	189	191	A	2.6	17	221	1244	562	163^	584	227^	349	312	253^	181^	624	348	511	326	226^	108^	LT	LT	32v	LT
M-TH	1.00A	30	NBC	GV		98	99	B	2.8	18	238	1245	497	180	535	237	327	270	226	145	631	384	496	332	205	112	33	LT	46	LT
EYE ON HOLLYWOOD					66	104	104	A	1.7	7	144	1056	396^	138^	452	222^	250^	160^	104v	188^	528	167^	264^	264^	333^	229^	62v	42v	LT	LT
1 M & W	12.00M	30	ABC	GV		64	64	B	1.7	6	144	1054	474	188	546	195	315	248	253	179	482	160	282	269	260	165	LT	LT	LT	LT
1 TUE.	12.01A	30																												
1 THU.	12.00M	31																												
2 MON.	12.00M	31																												
2 TU&TH	12.00M	30																												
2 WED.	12.00M	32																												
FRIDAY NIGHT VIDEOS					21	186	183	A	3.2	15	272	1199	448^	78v	510	349^	396^	220^	117v	84v	442^	239^	361^	243^	162^	81v	225^	122^	22v	22v
FRI.	12.30A	90	NBC	PC		97	96	B	3.3	16	280	1191	420	163	491	286	380	260	156	90	428	272	352	225	125	64	190	79	82	76
12.30 - 1.00								A	4.2	16	357	1389	566	123^	639	378	471	261^	201^	113^	532	256^	403	307^	204^	129^	164^	70v	54v	54v
1.00 - 1.30								A	3.1	15	263	1004	259^	57v	346^	277^	300^	34v	69v	35v	365^	209^	315^	220^	156^	50v	293^	179^	LT	LT
1.30 - 2.00								A	2.4	14	204	1039	460^	LT	460^	377^	377^	377^	LT	83v	363^	250^	328^	146v	78v	35v	216^	118v	LT	LT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
G MICHAELS SPORTS MACHINE	24	76	71	A	1.4	6	119	597^	219v	135v	244v	LT	177v	177v	177v	67v	353^	LT	68v	118v	118v	235v	LT	LT	LT	LT
SUN. 12.00M 15 NBC SC		51	48	B	1.5	5	127	860	377	208	407	94	240	272	261	114	439	201	322	308	183	100	LT	LT	LT	LT
LATE MOVIE I	117	184	180	A	5.3	18	450	1264	493	149	569	206	344	298	273	196	570	251	367	296	236	156	62^	27v	63^	49^
1 M & W 11.30P 67 CBS FF		93	91	B	5.3	17	450	1225	578	201	639	201	376	352	335	207	499	195	326	278	234	145	57	30	30	18
1 TUE. 11.52P 66																										
THU. 11.30P 66																										
FRI. 11.30P 70																										
2 MON. 11.30P 67																										
2 TU & W 11.30P 68																										
11.30 - 12.00				A	5.6	16	475	1314	523	177	601	209	343	305	288	226	572	238	355	302	255	170	67^	29v	74^	57^
12.00 - 12.30				A	5.1	19	433	1291	489	146	568	222	361	298	264	179	595	269	389	313	237	153	63^	22v	65^	54^
12.30 - 1.00				A	4.7	21	399	1223	497	130^	547	168	347	321	313	163	584	281	408	280	218	143^	59^	27v	33v	28v
LATE MOVIE II	117	184	180	A	3.6	20	306	1225	523	131^	572	180^	372	355	313	151^	575	268	382	307	225	137^	39v	LT	39v	36v
1 MON. 12.37A 48 CBS FF		93	91	B	3.6	19	306	1138	530	193	584	179	358	337	315	168	480	202	323	284	224	128	48	24	26	LT
1 TUE. 12.58A 48																										
1 WED. 12.37A 47																										
THU. 12.36A 44																										
1 FRI. 12.40A 48																										
2 MON. 12.37A 51																										
2 TUE. 12.38A 45																										
2 WED. 12.38A 44																										
2 FRI. 12.40A 46																										
12.30 - 1.00				A	3.7	18	314	1255	536	133^	580	192^	370	350	302	162^	573	258	366	310	226	149^	51^	22v	51^	45v
1.00 - 1.30				A	3.4	20	289	1263	529	127^	574	173^	377	367	326	145^	613	295	422	329	234	132^	35v	LT	41v	39v
1.30 - 2.00				A	3.0	23	255	902^	561^	204v	596^	231v	494^	428^	365^	82v	306^	161v	161v	153v	86v	110v	LT	LT	LT	LT
SATURDAY NIGHT	20	191	196	A	7.1	21	603	1630	519	118^	589	315	449	349	192^	109^	733	417	611	507	274	80^	248	124^	60^	60^
1 SAT. 11.30P 85 NBC GV		96	98	B	7.5	22	637	1527	552	257	638	327	486	383	250	116	564	298	474	398	232	72	234	109	91	82
2 SAT. 11.30P 83																										
11.30 - 12.00				A	7.6	20	645	1648	515	176^	593	295	419	368	213	131^	766	423	629	493	297	107^	230	86^	59^	59^
12.00 - 12.30				A	7.2	22	611	1655	536	92^	596	305	459	344	202^	114^	766	439	622	543	286	64^	250	146^	43v	43v
12.30 - 1.00				A	6.4	24	543	1578	507	68^	572	363	480	320	147^	70^	646	373	565	483	236	67^	271	150^	89^	89^
TONIGHT SHOW	107	199	195	A	6.6	21	560	1414	662	183	728	224	335	324	291	328	598	260	410	301	248	178	46^	23v	42^	29^
M-F 11.30P 60 NBC GV		99	98	B	7.1	22	603	1368	633	214	686	212	344	336	317	266	587	253	386	315	259	169	57	20	38	24
11.30 - 12.00				A	7.2	21	611	1468	702	181	768	234	365	359	314	334	603	242	392	314	260	192	49^	25^	48^	35^
12.00 - 12.30				A	5.9	22	501	1357	621	182	691	213	307	283	268	326	593	278	429	287	234	164	41^	18v	32^	23v
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			202	A	7.1	21	603	1967	974	160^	995	679	854	331^	259^	141^	370^	163^	232^	179^	130^	138^	284^	266^	318^	153^
2 WED. 4.00P 60 ABC FV			99																							
4.00 - 4.30				A	6.4	19	543	1902	938	156^	957	647	824	335^	260^	133^	371^	185^	230^	175^	108v	141^	255^	240^	319^	173^
4.30 - 5.00				A	7.9	23	671	1976	986	157^	1006	692	860	321^	255^	146^	357^	140^	227^	178^	142^	130^	303^	285^	310^	134^
ABC DAYTIME NEWSBRIEF-M-F	110	205	202	A	8.0	28	679	1189	795	167	869	449	647	490	364	182	182	91	106	81^	19v	76^	59^	53^	79^	11v
1 M-F 2.58P 1 ABC N		99	99	B	8.1	27	688	1299	802	230	900	447	639	488	349	220	226	100	132	95	61	89	70	58	103	35
2 MTUWF 2.58P 1																										
2 THU. 2.57P 2																										
ABC WORLD NEWS-MORN-615A	110	111	110	A	1.6	17	136	1169	646	360^	675	146^	514	508	442^	102v	418^	132^	279^	286^	250^	132^	39v	LT	37v	37v
M-F 6.15A 15 ABC N		78	78	B	1.5	17	127	1163	553	279	582	183	397	375	293	149	451	112	283	289	275	145	50	LT	80	72

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

WEEKDAY DAYTIME CONT'D

PROGRAM NAME / WK # DAY / START TIME / DUR / NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
ABC WORLD NEWS-MORN-645A	110		170	169	A	2.5	17	212	1420	790	297	799	213^	530	575	468	161^	514	194^	354	372	264^	142^	36v	27v	71v	56v
M-F 6.45A 15 ABC		N	93	93	B	2.5	18	212	1329	640	265	686	210	472	472	383	155	465	139	276	283	257	158	67	40	111	75
ALL MY CHILDREN	104		209	205	A	8.0	26	679	1370	880	178	963	469	732	538	400	191	252	129	172	143	71^	80^	14v	14v	141	15v
M-F 1.00P 60 ABC		DD	99	99	B	8.2	26	696	1378	872	257	978	508	708	526	346	222	245	128	166	118	67	76	48	38	107	23
1.00 - 1.30					A	7.6	25	645	1374	874	176	961	462	727	534	402	197	257	133	177	148	76^	80^	14v	14v	142	16v
1.30 - 2.00					A	8.4	27	713	1360	879	177	963	474	731	534	394	189	244	123	164	136	64^	80^	15v	15v	138	14v
ANOTHER WORLD	107		201	201	A	5.7	20	484	1411	952	175	1045	351	551	446	404	468	259	76^	114^	106^	107^	122^	21v	12v	86^	31v
M-F 2.00P 60 NBC		DD	99	99	B	5.6	19	475	1384	897	176	987	321	512	428	426	439	248	90	110	87	96	119	47	38	102	37
2.00 - 2.30					A	5.8	20	492	1433	944	183	1049	367	563	436	389	463	274	89^	122^	105^	106^	129	26v	18v	84^	28v
2.30 - 3.00					A	5.7	20	484	1347	944	159	1022	330	529	448	408	466	232	61^	97^	100^	98^	113^	10v	LT	83^	33^
AS THE WORLD TURNS	112		205	204	A	6.6	22	560	1216	829	107^	890	242	416	361	363	423	236	55^	95^	97^	129	111	26v	10v	64^	25v
M-F 1.30P 60 CBS		DD	99	99	B	7.2	23	611	1210	804	109	881	227	385	344	355	445	229	51	91	82	104	123	34	17	66	22
1.30 - 2.00					A	6.6	21	560	1191	810	102^	869	233	410	358	361	412	240	59^	104^	99^	128	107^	22v	LT	60^	20v
2.00 - 2.30					A	6.7	23	569	1206	828	111	891	242	413	355	360	426	222	52^	83^	90^	120	109	30^	14v	63^	28^
BODY LANGUAGE	110		103	103	A	2.5	7	212	1146	782	193^	848	288^	415	316	306	391	236^	37v	98^	113^	123^	123^	25v	LT	37v	LT
M-F 4.00P 30 CBS		PV	55	55	B	2.8	8	238	1297	735	194	843	240	380	326	333	411	300	58	138	142	155	144	55	29	99	46
CAPITOL	112		197	196	A	5.4	19	458	1214	749	131^	856	255	422	344	356	380	230	49^	74^	90^	131^	128^	53^	28v	75^	31v
M-F 2.30P 30 CBS		DD	95	95	B	5.9	20	501	1206	762	119	853	234	391	342	362	410	220	48	89	82	110	119	56	27	77	27
CBS EARLY MORNING NEWS	115		140	141	A	1.6	15	136	1022	441^	162^	456	73v	206^	228^	221^	228^	515	125^	258^	302^	251^	213^	LT	LT	44v	44v
M-F 6.30A 30 CBS		N	89	89	B	1.6	17	136	1117	469	193	481	89	241	271	298	183	567	163	276	309	262	232	LT	LT	37	LT
CBS MORNING NEWS 1	115		201	202	A	3.3	15	280	1289	626	211^	654	125^	315	323	311	299	511	75^	212^	200^	204^	293	63^	17v	61^	50v
M-F 7.30A 30 CBS		N	99	99	B	3.3	16	280	1147	591	172	615	117	311	317	313	265	455	70	181	174	206	261	27	LT	50	29
CBS MORNING NEWS 2	115		201	202	A	3.5	14	297	1175	707	124^	727	112^	280	307	329	390	363	67^	128^	118^	112^	218	44v	LT	41v	17v
M-F 8.30A 30 CBS		N	99	99	B	3.7	16	314	1097	623	116	661	117	270	275	312	340	363	68	136	127	147	212	20	LT	53	19
CBS SCHOOLBREAK SPECIALS(S)				195	A	6.5	17	552	1540	641	118^	742	225^	417^	373^	366^	268^	331^	94v	172^	152^	155^	159^	269^	187^	198^	143^
2 TUE. 4.30P 60 CBS		CL		94																							
4.30 - 5.00					A	6.3	17	535	1449	639	107v	753	255^	443^	356^	368^	258^	281^	72v	132^	113v	134^	149^	272^	192^	143^	98v
5.00 - 5.30					A	6.6	17	560	1632	646	129^	737	195^	398^	390^	371^	280^	376^	113v	207^	186^	178^	169^	267^	182^	252^	187^
DAYS OF OUR LIVES	107		204	206	A	7.5	25	637	1463	900	251	1002	378	574	444	364	396	346	109	156	139	141	161	45^	37^	70^	27^
M-F 1.00P 60 NBC		DD	99	99	B	7.2	23	611	1392	839	209	935	334	516	436	402	373	309	110	144	113	121	143	66	55	82	33
1.00 - 1.30					A	7.2	24	611	1466	909	256	1007	372	564	447	367	405	343	100^	147	126	141	174	43^	33^	73^	26^
1.30 - 2.00					A	7.7	25	654	1465	893	245	997	379	580	445	363	388	350	119	166	148	137	151	51^	42^	67^	27^
FAMILY FEUD	103		183	183	A	3.3	13	280	1232	630	168^	715	311	454	354	254	240	400	218^	242	157^	96^	129^	46v	21v	71^	35v
M-F 11.30A 30 ABC		QP	89	89	B	3.3	13	280	1342	793	196	875	394	547	416	302	285	310	150	185	148	97	104	53	35	104	41
GENERAL HOSPITAL	104		207	204	A	9.1	29	773	1366	866	179	948	474	710	515	385	208	211	96	134	97	57^	77^	104	92	103	35^
M-F 3.00P 60 ABC		DD	99	99	B	9.1	28	773	1341	805	223	901	437	633	476	348	228	224	98	133	98	71	86	116	101	100	50
3.00 - 3.30					A	8.9	29	756	1329	865	168	947	479	708	517	375	208	201	90	130	102	55^	71^	90	74^	91	30^
3.30 - 4.00					A	9.2	28	781	1408	875	187	957	473	718	517	397	208	217	98	136	94	59^	81	118	108	116	40^
GOOD MORNING, AMERICA-730	110		205	204	A	5.3	24	450	1333	725	264	752	280	482	442	338	210	427	151	243	240	212	151	79^	22v	75^	45^
M-F 7.30A 30 ABC		N	99	99	B	4.8	23	408	1302	723	216	742	251	427	414	338	256	394	83	179	181	211	191	57	20	109	58
GOOD MORNING, AMERICA-830	110		203	202	A	5.9	24	501	1168	688	199	722	226	411	375	335	285	371	146	210	172	143	155	23v	LT	52^	26v
M-F 8.30A 30 ABC		N	99	99	B	5.5	23	467	1227	767	165	792	230	414	392	377	328	358	90	158	148	161	185	15	LT	62	20

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
GUIDING LIGHT	111	205	204	A	7.3	23	620	1352	753	170	865	258	451	363	376	366	208	39^	68^	77^	115	115	167	98^	112	64^
M-F 3.00P 60 CBS	DD	99	99	B	7.5	24	637	1300	765	146	864	216	408	356	392	412	212	44	87	80	104	112	132	72	92	44
3.00 - 3.30				A	7.1	23	603	1315	749	171	854	245	437	357	379	371	196	36^	63^	73^	108	109	160	91^	105	55^
3.30 - 4.00				A	7.5	23	637	1361	749	170	866	268	460	361	369	359	208	38^	65^	77^	117	116	172	101	115	70^
LOVING	104	189	186	A	4.3	16	365	1293	829	167^	914	414	647	488	397	232	284	132^	162^	96^	71^	122^	LT	LT	87^	14v
M-F 12.30P 30 ABC	DD	95	95	B	4.2	15	357	1330	788	226	891	444	628	452	331	226	262	113	137	85	63	122	47	35	130	41
NBC NEWS AT SUNRISE	110	176	178	A	2.2	16	187	1390	775	267^	775	112^	331	487	476	288^	530	118^	236^	294^	327^	219^	26v	LT	59v	48v
M-F 6.30A 30 NBC	N	95	95	B	2.0	16	170	1255	676	234	689	111	362	412	431	252	502	153	313	298	252	166	LT	LT	36	LT
NBC NEWS DIGEST-DAYTIME	65	197	196	A	4.8	16	408	1309	932	170	998	330	549	490	442	412	233	73^	111^	101^	98^	108^	LT	LT	71^	30v
MWF 2.57P 1 NBC	N	98	97	B	4.6	15	391	1372	886	167	976	332	524	450	420	413	226	79	97	74	90	114	51	40	119	43
NBC SPECIAL TREAT(S)			124	A	2.7	7	229	1332	269v	74v	274v	LT	44v	65v	130v	209v	508^	201v	228v	187v	184v	206v	210v	210v	340^	118v
2 TUE. 4.00P 60 NBC	FV		77																							
4.00 - 4.30				A	2.7	8	229	1384	323^	127v	323^	LT	88v	127v	188v	196v	550^	223v	276v	262v	223v	170v	196v	196v	315^	119v
4.30 - 5.00				A	2.7	7	229	1253	215v	LT	215v	LT	LT	LT	65v	215v	453^	174v	174v	109v	144v	235v	222v	222v	363^	114v
NEWSBREAK-11.57	113	180	181	A	6.6	26	560	1309	689	115	804	291	428	341	307	343	324	129	158	95^	105^	166	41^	11v	140	20v
M-F 11.57A 2 CBS	N	85	85	B	7.4	28	628	1238	652	139	749	207	338	297	308	371	341	83	148	124	129	183	31	14	117	38
NEWSBREAK-3.57	111	185	184	A	6.0	18	509	1338	767	202	864	285	451	340	325	372	222	46^	71^	69^	123	133	149	89^	103^	61^
M-F 3.57P 2 CBS	N	91	91	B	6.2	19	526	1280	756	153	851	221	390	338	365	412	214	42	86	82	110	115	117	61	98	53
ONE LIFE TO LIVE	105	207	203	A	7.1	25	603	1199	810	185	892	461	670	516	374	174	192	92^	112	91^	26^	80^	44^	38^	71^	14v
M-F 2.00P 60 ABC	DD	99	99	B	7.5	25	637	1300	826	248	928	468	667	516	357	216	223	103	132	95	55	86	60	50	89	27
2.00 - 2.30				A	7.0	24	594	1197	811	177	901	461	684	519	386	170	190	91^	109	92^	25v	81^	37^	34^	69^	11v
2.30 - 3.00				A	7.2	25	611	1196	808	185	885	461	660	513	365	178	193	97^	116	89^	25^	77^	46^	39^	72^	13v
PRESS YOUR LUCK	111	170	170	A	4.9	20	416	1279	630	103^	735	185	307	277	334	368	320	92^	188	177	159	119^	24v	15v	200	29v
M-F 10.30A 30 CBS	QP	84	84	B	5.0	20	425	1308	698	145	798	210	344	303	345	410	316	73	142	140	148	150	44	21	150	54
PRICE IS RIGHT 1	112	207	207	A	7.3	30	620	1289	624	129	754	243	363	308	313	345	344	135	171	122	110	156	29^	LT	162	41^
M-F 11 00A 30 CBS	AP	99	99	B	7.2	29	611	1262	651	142	752	205	328	288	307	386	340	82	148	134	132	175	33	13	137	45
PRICE IS RIGHT 2	111	207	207	A	8.9	36	756	1299	655	122	756	256	370	321	306	339	332	113	150	118	114	165	41^	11v	170	35^
M-F 11.30A 30 CBS	AP	99	99	B	9.0	35	764	1255	652	136	748	199	327	293	307	382	345	81	143	128	129	187	34	14	128	41
RYAN'S HOPE	104	174	172	A	3.4	13	289	1287	768	231	900	451	644	463	324	236	291	139^	160^	125^	72^	121^	LT	LT	83^	18v
M-F 12.00N 30 ABC	DD	93	93	B	3.3	12	280	1368	793	213	936	475	662	465	332	245	241	92	126	95	83	110	48	36	143	43
SALE OF THE CENTURY	107	157	157	A	4.2	17	357	1280	736	114^	806	207	355	322	290	406	247	40v	71^	78^	92^	160^	98^	79^	129^	42v
M-F 10.30A 30 NBC	QG	88	88	B	4.5	18	382	1290	732	118	798	222	370	304	311	388	303	88	141	129	112	144	60	33	129	51
SANTA BARBARA	107	187	187	A	3.9	12	331	1405	846	174^	964	412	562	462	350	341	233	91^	160^	161^	108^	60^	54^	38v	154^	64^
M-F 3.00P 60 NBC	DD	95	95	B	3.4	11	289	1441	780	173	903	377	529	431	366	317	236	91	124	102	99	95	102	70	200	96
3.00 - 3.30				A	3.9	13	331	1311	843	158^	946	398	553	459	342	345	218	92^	145^	146^	93^	63^	26v	18v	121^	36v
3.30 - 4.00				A	4.0	12	340	1415	809	176^	938	403	542	440	341	330	230	88^	165^	161^	112^	54^	71^	56^	176^	86^
SCRABBLE	107	199	198	A	5.5	22	467	1259	778	132	842	155	290	290	327	492	262	77^	98^	101^	84^	136	12v	LT	143	26v
M-F 11.30A 30 NBC	QG	95	95	B	5.8	23	492	1279	766	140	836	197	345	299	354	444	279	78	104	91	107	153	44	25	120	39
SEARCH FOR TOMORROW	108	150	150	A	3.2	12	272	1228	837	175^	915	228	331	302	335	522	280	55v	66^	107^	118^	158^	LT	LT	29v	LT
M-F 12.30P 30 NBC	DD	74	74	B	3.3	12	280	1288	771	147	840	189	300	289	393	483	298	68	77	86	124	188	56	39	94	33
SUPER PASSWORD	107	140	139	A	3.6	14	306	1219	749	133^	847	109^	249	274	297	536	265	79^	98^	72^	114^	140^	38v	32v	69^	32v
M-F 12.00N 30 NBC	QG	69	69	B	3.4	12	289	1234	742	144	813	138	289	289	352	472	277	73	106	82	117	159	51	40	93	33

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON	PROG. TYPE¤	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																											
TIME MACHINE	44		143	141	A	2.5	10	212	1462	845	132^	901	269^	494	477	386	339	278^	66v	104^	141^	127^	128^	66v	47v	217^	38v
M-F 10.00A 30 NBC		QG	86	85	B	2.9	11	246	1431	823	136	860	252	495	451	395	313	308	81	132	139	138	145	65	36	198	64
TODAY SHOW-7.30AM	110		202	202	A	4.6	21	391	1494	803	301	826	206	418	384	356	359	402	57^	194	187	222	202	95^	44^	171	110^
M-F 7.30A 30 NBC		N	99	99	B	4.5	21	382	1343	714	268	739	158	340	380	358	331	446	86	202	195	218	223	51	22	107	72
TODAY SHOW-8.30AM	110		202	202	A	4.6	19	391	1266	825	201	848	186	374	386	346	396	307	56^	127^	117^	108^	169	24v	18v	87^	13v
M-F 8.30A 30 NBC		N	99	99	B	4.8	20	408	1265	724	161	747	169	297	322	315	379	416	80	166	162	180	224	24	LT	78	29
TRIVIA TRAP	104		181	181	A	3.1	13	263	1221	780	197^	795	361	559	418	277	214^	354	153^	187^	172^	137^	144^	22v	LT	50v	19v
M-F 11.00A 30 ABC		QP	88	88	B	3.2	12	272	1347	801	213	863	368	554	432	330	274	325	150	197	156	116	112	56	27	103	44
$25,000 PYRAMID	112		178	178	A	5.4	22	458	1175	643	91^	731	166	298	279	328	388	285	74^	133^	125^	115^	142	38^	26v	121^	27v
M-F 10.00A 30 CBS		QP	89	89	B	5.3	22	450	1231	691	113	791	184	317	290	340	431	327	84	154	138	138	154	19	12	94	33
WHEEL OF FORTUNE	107		206	205	A	6.5	27	552	1279	809	135	885	198	334	318	334	478	247	60^	95^	83^	89^	148	31^	21v	116	24v
M-F 11.00A 30 NBC		QG	99	99	B	7.2	29	611	1241	763	135	830	187	324	299	344	448	278	71	103	83	109	161	40	23	93	34
YOUNG AND THE RESTLESS	111		207	207	A	7.5	27	637	1309	775	113	862	306	480	399	372	338	299	68^	106	134	144	142	40^	14v	108	26^
M-F 12.30P 60 CBS		DD	99	99	B	8.2	29	696	1261	796	150	889	292	468	403	379	378	256	61	102	91	107	136	37	22	79	20
12.30 - 1.00					A	7.5	28	637	1300	771	101	852	311	471	389	359	337	303	72^	110	128	138	149	38^	12v	107	26^
1.00 - 1.30					A	7.5	27	637	1300	781	121	868	301	488	408	385	336	287	61^	103	140	148	129	40^	13v	105	24v
•WEEKEND DAYTIME																											
ABC WEEKEND SPECIALS	22		184	187	A	3.9	14	331	1918	576	278^	600	291^	412	251^	261^	148^	278^	207^	234^	185^	27v	44v	287^	185^	753	393
SAT. 12.00N 30 ABC		FV	90	94	B	5.1	16	433	1715	434	158	515	285	384	275	176	115	282	141	201	185	99	59	250	153	668	392
ABC WIDE WORLD-SPORTS SAT	10		183	189	A	6.1	16	518	1535	335	30v	382	142^	214^	195^	163^	149^	806	311	463	467	357	304	50v	27v	297	228^
1 SAT. 4.35P 85 ABC		SA	93	95	B	7.4	17	628	1483	517	205	576	195	317	285	264	229	624	213	372	374	295	213	95	41	188	139
2 SAT. 4.30P 90																											
4.30 - 5.00					A	5.7	16	484	1599	415	49v	470	217^	291	246^	178^	168^	766	288	387	366	361	328	42v	12v	321	223^
5.00 - 5.30					A	6.2	16	526	1572	341	23v	385	141^	210^	200^	167^	149^	806	316	479	494	349	295	56v	29v	325	253
5.30 - 6.00					A	6.5	16	552	1435	267	24v	310	84^	152^	146^	145^	135^	831	325	507	519	356	290	46v	36v	248	205^
ALVIN AND THE CHIPMUNKS	24		203	205	A	8.0	28	679	2000	318	79^	344	186^	254	202	136^	80^	212	168^	174^	98^	16v	28v	276	182^	1168	676
SAT. 10.30A 30 NBC		CA	99	99	B	8.7	29	739	1758	319	105	355	206	278	192	126	66	199	118	149	118	56	39	252	162	952	555
AMERICAN BANDSTAND	23		165	170	A	3.4	12	289	1702	515	197^	647	341^	533	347^	282^	92v	283^	159^	218^	150^	107v	44v	204^	92v	568	330^
SAT. 12.30P 60 ABC		PC	85	87	B	3.7	12	314	1572	458	173	568	315	431	305	195	121	371	182	240	221	148	87	233	148	400	224
12.30 - 1.00					A	3.2	11	272	1691	467	180^	541	250^	411^	294^	264^	100v	268^	181^	224^	143^	69v	44v	253^	136^	629	365^
1.00 - 1.30					A	3.5	13	297	1744	567	222^	755	428	654	401^	303^	87v	298^	141^	218^	157^	142^	43v	161^	56v	530	306^
BAY HILL GOLF CLASSIC-SAT(S)				169	A	2.7	9	229	1087	371^	LT	371^	92v	92v	161v	210v	210v	589^	87v	262v	270v	209v	319^	LT	LT	109v	96v
2 SAT. 2.30P 90 NBC		SE		92																							
2.30 - 3.00					A	2.9	10	246	1049	378^	LT	378^	90v	90v	163v	211v	215v	464^	82v	143v	164v	82v	300^	LT	LT	191v	155v
3.00 - 3.30					A	2.8	9	238	1160	361^	LT	361^	89v	89v	143v	213v	218v	655^	75v	311^	311^	260v	344^	LT	LT	126v	126v
3.30 - 4.00					A	2.5	8	212	1019^	368^	LT	368^	99v	99v	184v	203v	184v	632^	109v	335^	335^	278v	297v	LT	LT	LT	LT
BAY HILL GOLF CLASSIC-SUN(S)				185	A	4.4	12	374	1455	518^	193^	522^	96v	281^	243^	292^	241^	761	205^	368^	361^	357^	323^	139v	37v	33v	LT
2 SUN. 3.00P 120 NBC		SE		95																							
3.00 - 3.30					A	3.9	11	331	1450	544^	296^	544^	124v	363^	363^	323^	181v	737^	170v	385^	441^	396^	296^	123v	LT	46v	LT
3.30 - 4.00					A	4.1	12	348	1371	489^	196^	489^	47v	228^	228^	322^	261^	687^	131v	319^	374^	351^	313^	152v	28v	43v	LT
4.00 - 4.30					A	4.7	13	399	1579	530^	125v	530^	99v	266^	200^	268^	264^	840	268^	429^	341^	366^	337^	164^	61v	45v	LT
4.30 - 5.00					A	4.8	13	408	1429	515^	162^	515^	113v	268^	199^	256^	247^	793	243^	353^	316^	329^	351^	121v	53v	LT	LT

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
BUGS BUNNY/ROAD RUNNER 1	10	175	175	A	5.4	18	458	1889	330	218^	410	167^	320	291	190^	75^	383	268^	334	270^	95^	49v	282	189^	814	432
SAT. 10.00A 30 CBS CA		84	84	B	6.0	19	509	1657	323	134	394	181	280	217	136	101	317	197	255	217	90	49	198	80	748	359
BUGS BUNNY/ROAD RUNNER 2	10	175	177	A	5.2	18	441	1898	380	248^	389	163^	277^	217^	159^	95^	380	264^	314	207^	86^	66v	374	185^	755	470
SAT. 10.30A 30 CBS CA		84	85	B	6.4	20	543	1691	327	179	385	182	270	203	129	99	330	195	262	205	103	59	214	70	762	377
BUGS BUNNY/ROAD RUNNER 3	10	166	166	A	5.0	17	425	2096	499	330	568	329	413	302	183^	132^	436	272^	344	256^	135^	82^	359	166^	733	505
SAT. 11.00A 30 CBS CA		80	80	B	6.4	20	543	1792	385	217	478	254	353	238	143	113	362	222	283	211	104	68	205	69	747	381
CBS NCAA BASKETBALL-GM 2	2	176		A	2.9	9	246	984^	159v	LT	155v	73v	94v	29v	33v	61v	659^	366^	496^	419^	183v	163v	44v	LT	126v	85v
1 SAT. 2.08P 121 CBS SE		94		B	3.9	11	331	1270	286	87	287	81	175	118	161	110	750	294	501	469	356	199	124	20	109	93
2.00 - 2.30				A	3.2	11	272	864^	188v	LT	188v	37v	37v	37v	LT	151v	485^	224v	346^	292^	122v	139v	LT	LT	191v	84v
2.30 - 3.00				A	3.0	10	255	812^	74v	LT	74v	LT	LT	LT	LT	74v	581^	291^	405^	345^	153v	176v	LT	LT	157v	74v
3.00 - 3.30				A	2.6	9	221	1240	167v	LT	167v	167v	167v	LT	LT	LT	724^	467^	589^	498^	167v	135v	199v	23v	150v	150v
3.30 - 4.00				A	2.7	9	229	1031^	161v	LT	161v	126v	126v	LT	35v	35v	813^	490^	647^	546^	254v	166v	LT	LT	57v	57v
4.00 - 4.30				A	3.4	11	289	1028	277^	35v	277^	LT	211v	211v	277^	66v	751^	353^	516^	433^	301^	235^	LT	LT	LT	LT
CBS NCAA BASKETBALL-SAT	15	193	191	A	3.6	12	306	1542	402^	124^	458	128^	285^	229^	216^	173^	774	383^	579	496	290^	143^	51v	25v	259^	197^
1 SAT. 12.00N 128 CBS SE		97	97	B	4.6	13	391	1428	369	132	416	126	246	215	207	147	723	306	460	420	306	207	111	19	178	112
2 SAT. 2.00P 139																										
12.00 - 12.30				A	3.6	13	306	1346	239^	112v	327^	88v	150v	62v	157v	177v	699^	431^	520^	412^	173v	179v	127v	75v	193v	98v
12.30 - 1.00				A	4.0	14	340	1174	248^	112v	356^	109v	182v	73v	156v	174v	588^	397^	502^	361^	105v	86v	65v	LT	165v	71v
1.00 - 1.30				A	3.8	13	323	1127	421^	139v	421^	LT	220^	220^	325^	201^	607^	344^	545^	400^	201^	62v	LT	LT	99v	LT
1.30 - 2.00				A	3.9	13	331	1480	579^	112v	579^	LT	378^	378^	441^	201^	605^	309^	527^	382^	218^	78v	154v	154v	142v	34v
2.00 - 2.30				A	3.1	11	263	1437	274^	65v	274^	LT	57v	57v	87v	217^	753	285^	506	529	339^	198^	34v	LT	376^	281^
2.30 - 3.00				A	3.1	11	263	1928	456^	103v	456^	182v	274^	274^	137v	182v	1005	505^	779^	692^	430^	141v	34v	LT	433^	377^
3.00 - 3.30				A	3.1	10	263	1852	335^	103v	547^	315^	430^	218v	134v	117v	904^	418^	592^	556^	369^	178v	39v	LT	362^	362^
3.30 - 4.00				A	4.1	13	348	2020	535^	213^	649^	297^	518^	404^	241^	131v	963	390^	644^	604^	428^	202^	LT	LT	408^	408^
4.00 - 4.30				A	4.3	13	365	1638	534^	154v	534^	205^	410^	410^	233^	124v	901	351^	592^	565^	408^	191^	LT	LT	203^	203^
CBS NCAA BASKETBALL-SUN	5	194	197	A	4.2	13	357	1608	484	249^	501	207^	260^	162^	180^	196^	913	344^	569	479	359	305^	67v	25v	127^	85v
1 SUN. 12.00N 126 CBS SE		97	97	B	5.7	15	484	1504	401	212	421	152	223	193	159	177	826	319	523	481	338	262	103	41	154	108
2 SUN. 1.00P 120																										
12.00 - 12.30				A	3.9	13	331	1094	351^	130v	351^	97v	148v	148v	211^	203^	694^	253^	435^	366^	324^	259^	LT	LT	49v	LT
12.30 - 1.00				A	4.5	14	382	1225	350^	133v	350^	92v	175^	175^	208^	175^	684	322^	442^	316^	220^	242^	139v	139v	52v	LT
1.00 - 1.30				A	4.3	13	365	1584	480	214^	499	197^	260^	131^	138^	209^	903	262^	543	484	413	314^	70v	LT	112^	74v
1.30 - 2.00				A	4.2	13	357	1627	473	238^	492	201^	252^	151^	148^	190^	904	323^	555	487	341^	289^	88v	14v	143^	112^
2.00 - 2.30				A	4.1	12	348	2055	585	367	585	308^	339^	193^	177^	162^	1165	518	756	619	425	351^	61v	LT	244^	191^
2.30 - 3.00				A	4.1	12	348	2121	724	456^	792	376^	442^	259^	314^	240^	1160	473^	708^	598^	426^	407^	36v	LT	133v	95v
CBS NCAA BASKETBALL-2-SUN(S)		188		A	4.2	12	357	1630	422^	129v	433^	125v	156v	96v	202^	220^	968	290^	686^	678^	553^	220^	71v	14v	158v	96v
1 SUN. 2.06P 121 CBS SE		97																								
2.00 - 2.30				A	4.4	13	374	1487	283^	96v	283^	51v	51v	LT	91v	232^	928	320^	638^	616^	495^	220^	89v	LT	187^	132v
2.30 - 3.00				A	3.9	11	331	1610	353^	88v	353^	81v	81v	52v	175v	220^	925	324^	611^	589^	473^	239^	93v	LT	239^	161v
3.00 - 3.30				A	3.6	10	306	1542	451^	154v	451^	112v	112v	87v	228^	252^	935	284^	660^	676^	519^	223^	29v	LT	127v	66v
3.30 - 4.00				A	4.7	13	399	1717	434^	151v	464^	133v	205^	137v	250^	194^	1113	273^	898	839	710	215^	34v	LT	106v	48v
4.00 - 4.30				A	5.8	15	492	1907	844	165^	893	467^	603	326^	311^	210^	726	181^	318^	492^	423^	171^	193^	193^	95v	51v
CBS SPORTS SATURDAY	9	175	172	A	4.4	12	374	1377	425	83v	444	78v	173^	190^	205^	246^	622	259^	381	361	244^	207^	99^	56v	212^	201^
1 SAT. 4.09P 111 CBS SA		91	88	B	5.0	13	425	1291	409	121	434	96	203	213	223	191	688	209	369	371	326	272	84	25	85	69
2 SAT. 4.19P 101																										
4.00 - 4.30				A	3.0	9	255	1216	279^	59v	279^	59v	161^	161^	145^	118v	682	325^	478^	412^	251^	192^	LT	LT	255^	255^
4.30 - 5.00				A	4.0	12	340	1488	435	130^	470	118^	220^	231^	217^	217^	679	286^	444	438	241^	202^	106^	106^	233^	233^
5.00 - 5.30				A	4.5	13	382	1364	450	102^	473	83v	168^	176^	199^	290^	603	257^	359	337	238^	215^	92^	58v	196^	196^
5.30 - 6.00				A	5.4	14	458	1397	447	47v	460	49v	153^	185^	228^	275^	605	232^	347	325	259^	216^	129^	35v	203^	173^

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																										
CBS SPORTS SUNDAY	5	184	187	A	6.4	16	543	1785	823	286	927	284	540	441	445	314	650	215^	404	387	308	200^	128^	100^	80^	28v
1 SUN. 4.07P 113 CBS SA		95	95	B	6.7	16	569	1643	643	241	722	226	414	366	331	256	662	224	414	412	299	202	141	65	118	75
2 SUN. 3.00P 150																										
3.00 - 3.30				A	3.9	11	331	2018	1048	604^	1163	428^	622^	492^	553^	408^	811	242^	569^	466^	370^	242^	44v	LT	LT	LT
3.30 - 4.00				A	5.3	15	450	1802	798	356^	927	235^	426^	413^	465^	386^	699	234^	487^	377^	308^	212^	43v	LT	133v	LT
4.00 - 4.30				A	5.7	15	484	1860	884	298	971	335	570	435	432	320	645	203^	400	388	338	186^	138^	121^	106^	27v
4.30 - 5.00				A	7.1	18	603	1723	797	235	929	319	555	409	415	312	606	213	355	343	288	196^	135^	123^	53v	29v
5.00 - 5.30				A	7.4	18	628	1713	784	223	860	221	497	437	434	301	651	202	396	401	321	207	127^	96^	75^	23v
5.30 - 6.00				A	7.7	17	654	1878	820	308^	915	242^	601	531	490	256^	648	231^	383	415	273^	199^	212^	177^	103^	58v
DRAGON'S LAIR	23	201	200	A	4.1	14	348	1592	408	178^	411	190^	284^	204^	126^	127^	195^	137^	143^	72v	41v	52v	233^	161^	753	498
SAT. 10.00A 30 ABC CA		98	98	B	4.9	17	416	1677	273	91	317	167	233	171	101	77	248	139	196	132	84	45	240	98	872	494
DUNGEONS AND DRAGONS	18	194	196	A	5.7	21	484	1773	411	151^	411	179^	289	231^	152^	104^	186^	74^	136^	136^	100^	50v	322	169^	854	492
SAT. 9.30A 30 CBS CA		98	98	B	5.8	20	492	1725	284	111	321	169	231	176	99	76	214	114	171	150	83	32	300	121	890	467
FACE THE NATION	22	122	133	A	2.5	8	212	1132	406^	94v	439^	90v	133v	123v	127v	288^	576^	137v	302^	183^	278^	274^	37v	LT	80v	80v
SUN. 10.30A 30 CBS CC		82	83	B	3.2	10	272	1231	535	193	563	123	207	217	219	314	568	175	300	297	276	240	32	LT	68	49
GET ALONG GANG	24	200	205	A	5.4	24	458	1683	321	83^	321	99^	190^	189^	143^	117^	103^	56v	86^	30v	47v	17v	383	226^	876	546
SAT. 8.30A 30 CBS CA		98	99	B	4.4	21	374	1589	264	71	290	143	186	147	88	92	189	64	116	111	89	65	152	89	958	554
HONDA CLASSIC-SAT(S)		151		A	4.7	12	399	802	213^	LT	213^	LT	LT	LT	106v	213^	589^	140v	185^	261^	271^	328^	LT	LT	LT	LT
1 SAT. 5.18P 42 NBC SE		87																								

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6–11
5.00 - 5.30				A	4.3	11	365	825	203^	LT	203^	LT	LT	LT	96v	203^	622^	165v	213^	296^	265^	326^	LT	LT	LT	LT
5.30 - 6.00				A	4.9	12	416	786	214^	LT	214^	LT	LT	LT	108v	214^	572^	132v	176^	248^	269^	324^	LT	LT	LT	LT
HONDA CLASSIC-SUN(S)		183		A	4.9	13	416	1272	480^	81v	499^	61v	100v	121v	163^	378^	722	236^	354^	381^	305^	292^	20v	LT	31v	LT
1 SUN. 3.17P 109 NBC SE		95																								
3.00 - 3.30				A	4.5	13	382	1382	510^	131v	510^	89v	170^	170^	212^	340^	751	295^	429^	383^	273^	287^	34v	34v	87v	LT
3.30 - 4.00				A	4.5	12	382	1435	583^	112v	583^	81v	134v	134v	209^	449^	768	270^	409^	435^	320^	277^	LT	LT	84v	LT
4.00 - 4.30				A	4.7	12	399	1226	446^	73v	486^	37v	65v	83v	113v	403^	722	236^	330^	381^	323^	299^	18v	LT	LT	LT
4.30 - 5.00				A	5.4	13	458	1135	413^	55v	443^	50v	77v	114v	140^	329^	663	170^	279^	322^	288^	306^	29v	LT	LT	LT
5.00 - 5.30				A	5.8	14	492	1362	492^	45v	492^	65v	96v	183^	242^	309^	814	332^	482^	490^	339^	275^	56v	LT	LT	LT
INCREDIBLE HULK	10	112	125	A	4.2	16	357	1395	242^	128^	242^	97^	139^	139^	145^	103^	378	179^	265^	242^	141^	58v	139^	54v	636	379
SAT. 12.30P 30 NBC CA		67	68	B	4.3	13	365	1682	280	105	294	160	214	181	121	64	358	205	275	209	102	62	156	46	874	408
IN THE NEWS- 8.26AM	24	184	188	A	4.2	22	357	1468	270^	79v	270^	71v	138^	139^	110^	107^	120^	56v	87v	62v	64v	33v	231^	156^	847	424
SAT. 8.26A 3 CBS CN		93	94	B	3.3	19	280	1460	228	76	254	106	152	117	84	91	213	89	133	126	90	76	103	65	890	502
IN THE NEWS- 8.56AM	24	199	205	A	5.8	25	492	1610	320	62v	320	105^	188^	179^	138^	120^	105^	53v	84^	31v	52v	21v	289	192^	896	528
SAT. 8.56A 3 CBS CN		98	99	B	4.8	22	408	1581	261	68	285	143	184	142	83	89	182	60	112	106	87	62	158	95	956	543
IN THE NEWS- 9.56AM	18	194	196	A	5.2	18	441	1692	437	159^	437	200^	308	201^	143^	109^	194^	88^	132^	132^	93^	62v	298	168^	763	483
SAT. 9.56A 3 CBS CN		97	98	B	5.5	19	467	1626	289	116	327	171	234	170	99	78	217	117	168	142	78	39	265	108	817	429
IN THE NEWS-11.26AM	16	166	166	A	4.6	16	391	1962	513	350	577	312^	396	298^	194^	161^	424	269^	314^	214^	119^	98^	328	136^	633	417
SAT. 11.26A 3 CBS CN		80	80	B	5.4	18	458	1608	366	223	454	224	320	223	141	113	352	220	270	197	95	75	209	79	593	315
IN THE NEWS-11.56AM	20	166	162	A	3.8	13	323	1774	557	309^	662	365^	479	346^	213^	158^	257^	163^	163^	94v	56v	84v	171^	84v	684	384^
SAT. 11.56A 3 CBS CN		90	89	B	4.2	14	357	1667	427	182	510	238	347	241	160	147	341	186	255	193	117	78	166	69	650	385
KIDD VIDEO	24	170	191	A	6.2	23	526	1515	200^	78^	200^	129^	200^	153^	71^	LT	150^	100^	118^	62^	18v	32v	313	190^	852	528
SAT. 11.00A 30 NBC CA		86	97	B	7.0	24	594	1687	323	101	351	216	275	176	109	66	202	130	159	116	51	35	272	161	862	512

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
LITTLES	24	191	191	A	5.1	18	433	1861	423	187^	457	199^	301	253^	210^	119^	363	276^	319	255^	56v	44v	133^	81^	908	448
SAT. 11.30A 30 ABC CA		93	94	B	5.9	19	501	1689	336	114	416	232	316	213	147	88	235	129	179	149	79	42	226	125	812	445
MEET THE PRESS	22	153	173	A	3.2	10	272	1092	464^	111v	522	41v	88v	125^	180^	375^	548	114v	202^	170^	258^	272^	LT	LT	22v	22v
SUN. 12.30P 30 NBC CC		92	95	B	3.3	10	280	1279	528	142	552	91	167	168	222	346	571	126	238	244	279	286	23	LT	133	86
MIGHTY ORBOTS	24	200	198	A	4.1	16	348	1779	368	124^	368	178^	244^	200^	84v	106^	330^	304^	304^	203^	LT	26v	293^	109^	788	592
SAT. 9.00A 30 ABC CA		99	98	B	4.8	19	408	1735	221	78	253	109	173	127	92	74	224	126	172	112	66	51	230	63	1028	669
MR. T	24	167	191	A	5.6	20	475	1552	259^	61v	259^	197^	259^	139^	62v	LT	170^	98^	134^	92^	36v	36v	275	137^	848	569
SAT. 11.30A 30 NBC CA		83	98	B	6.4	22	543	1689	348	91	368	201	257	181	118	101	270	157	192	146	74	59	214	97	837	445
MUPPET BABIES	24	198	200	A	6.6	26	560	1907	328	67^	345	120^	225^	210^	149^	99^	124^	15v	86^	86^	109^	38v	346	224^	1092	644
SAT. 9.00A 30 CBS CA		97	98	B	6.2	25	526	1731	258	92	308	169	212	166	82	80	161	73	120	109	75	31	220	110	1042	590
NBC COLLEGE BASKETBALL	9	161	160	A	3.4	11	289	1249	228^	38v	232^	31v	98v	118^	129^	114^	812	374^	546	570	328^	145^	159^	124^	46v	46v
1 SAT. 1.00P 130 NBC SE		89	90	B	4.1	12	348	1390	346	122	363	96	196	185	183	145	732	279	461	463	331	201	148	73	147	105
2 SAT. 4.00P 126																										
1.00 - 1.30				A	3.9	14	331	1453	223^	58v	223^	58v	128v	128v	70v	95v	764	534^	661^	534^	183v	70v	282^	226^	184v	184v
1.30 - 2.00				A	3.7	13	314	1525	179v	LT	179v	LT	67v	67v	67v	112v	913	592^	729^	637^	254^	114v	311^	238^	122v	122v
2.00 - 2.30				A	4.1	14	348	1830	284^	LT	284^	57v	114v	114v	110v	170v	1017	576^	675^	701^	334^	164v	529^	434^	LT	LT
2.30 - 3.00				A	4.9	16	416	1341	271^	22v	271^	46v	46v	123v	137v	148v	1070	489^	723	740	477^	163^	LT	LT	LT	LT
3.00 - 3.30				A	4.7	15	399	1521	478^	218^	478^	49v	226^	305^	321^	173^	1043	266^	674	776	656	177^	LT	LT	LT	LT
4.00 - 4.30				A	2.0	6	170	694^	82v	LT	82v	LT	53v	82v	82v	LT	600^	136v	335v	406^	270v	194v	LT	LT	LT	LT
4.30 - 5.00				A	2.5	7	212	500^	57v	LT	57v	LT	57v	57v	57v	LT	443^	146v	325^	443^	297v	LT	LT	LT	LT	LT
5.00 - 5.30				A	2.2	6	187	754^	144v	27v	144v	LT	80v	80v	144v	64v	583^	81v	225v	385^	304v	198v	27v	LT	LT	LT
5.30 - 6.00				A	2.7	7	229	1000^	222v	74v	222v	LT	87v	87v	222v	135v	752^	162v	345^	485^	323^	267v	26v	26v	LT	LT
6.00 - 6.30				A	3.5	9	297	1364	543^	185v	583^	77v	253^	292^	316^	291^	700^	154v	292^	374^	387^	326^	LT	LT	81v	81v
NBC COLLEGE BASKETBALL-SU	8	176	176	A	4.3	13	365	1134	393	142^	393	155^	188^	138^	132^	193^	655	288^	387	400	189^	233^	72v	47v	14v	LT
1 SUN. 1.00P 137 NBC SE		93	89	B	4.6	12	391	1429	463	201	482	140	249	195	233	209	718	284	411	406	277	237	129	53	100	82
2 SUN. 1.00P 120																										
1.00 - 1.30				A	3.8	12	323	1139	390^	140^	390^	198^	198^	114^	77v	192^	618	315^	371^	351^	137^	229^	65v	LT	66v	LT
1.30 - 2.00				A	4.4	13	374	1171	398	190^	401	221^	248^	168^	102^	153^	660	302^	382	377	200^	243^	110^	80v	LT	LT
2.00 - 2.30				A	4.1	12	348	1138	379	124^	379	120^	164^	126^	149^	193^	690	276^	391	434	198^	256^	69v	69v	LT	LT
2.30 - 3.00				A	4.5	13	382	1084	382	110^	382	109^	146^	121^	145^	217^	647	262^	383	417	191^	230^	55v	45v	LT	LT
3.00 - 3.30				A	5.6	16	475	1255	532	160^	532	128v	215^	201^	288^	293^	687	288^	437^	455^	265^	185^	29v	29v	LT	LT
NBC COLLEGE BSKBL 2 SAT(S)		162		A	3.9	12	331	1184	377^	154v	377^	24v	141v	169v	220^	208^	776	224^	401^	516^	416^	227^	31v	LT	LT	LT
1 SAT. 3.10P 128 NBC SE		91																								
3.00 - 3.30				A	3.2	11	272	1577	526^	302^	526^	95v	247^	316^	301^	210v	1051	290^	668^	765^	640^	187v	LT	LT	LT	LT
3.30 - 4.00				A	2.9	9	246	1520	479^	232v	479^	64v	195v	256v	313^	223v	866^	255v	410^	541^	485^	215v	175v	LT	LT	LT
4.00 - 4.30				A	3.7	11	314	1140	385^	128v	385^	LT	127v	156v	242^	229^	755^	207^	388^	551^	437^	204^	LT	LT	LT	LT
4.30 - 5.00				A	4.5	13	382	1099	380^	171^	380^	LT	170^	170^	217^	210^	719	182^	363^	483^	409^	236^	LT	LT	LT	LT
5.00 - 5.30				A	5.6	15	475	802	177^	LT	177^	LT	LT	LT	63v	177^	625	215^	282^	339^	214^	286^	LT	LT	LT	LT
NCAA BKBL CHMP SELECTION(S)			200	A	7.8	19	662	1678	634	214^	694	156^	345^	273^	292^	312^	850	317^	522	465	335^	275^	72v	21v	62v	31v
2 SUN. 5.30P 30 CBS SE			99																							
NEW SCOOBY DOO MYSTERIES	22	201	200	A	4.4	15	374	1802	415	177^	415	172^	289^	202^	154^	126^	242^	159^	191^	135^	83v	51v	279^	202^	866	473
SAT. 10.30A 30 ABC CA		98	98	B	5.2	17	441	1715	293	98	346	201	257	170	97	80	269	146	204	151	89	48	231	112	869	459
ONE TO GROW ON-8:28AM	24	193	194	A	4.9	25	416	1510	167^	78v	167^	61v	91^	60v	45v	61v	81^	35v	35v	50v	46v	31v	122^	74v	1140	755
SAT. 8.28A 2 NBC CN		97	97	B	4.1	24	348	1533	211	86	242	108	142	111	100	75	165	105	115	96	42	43	182	96	944	634

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																													
ONE TO GROW ON-8:58AM				24	199	199	A	5.5	24	467	1651	352	112^	380	231^	302	180^	108^	59v	137^	81^	96^	109^	56v	28v	192^	91^	942	551
SAT.	8.58A	2	NBC	CN	97	97	B	5.0	23	425	1651	273	113	315	165	232	178	123	61	213	117	140	129	65	58	199	100	924	584
ONE TO GROW ON-10:28AM				24	200	201	A	8.8	30	747	1992	333	129^	372	183	275	192	157^	81^	203	147^	167^	98^	36v	20v	314	158^	1103	663
SAT.	10.28A	2	NBC	CN	99	99	B	9.1	31	773	1756	322	123	356	198	281	207	137	61	221	139	179	140	61	37	238	150	941	553
ONE TO GROW ON-10:58AM				24	202	204	A	7.5	26	637	1922	288	70^	313	196^	261	211	117^	41v	202	150^	163^	96^	23v	29v	274	172^	1133	643
SAT.	10.58A	2	NBC	CN	98	98	B	8.3	28	705	1745	315	104	353	201	276	193	129	67	199	117	150	117	58	40	258	166	935	544
ONE TO GROW ON-12:28PM				23	125	156	A	5.4	19	458	1216	107^	68v	107^	85^	107^	107^	22v	LT	231^	187^	209^	146^	22v	22v	201^	117^	677	413
SAT.	12.28P	2	NBC	CN	68	84	B	5.0	16	425	1549	301	101	333	169	225	176	123	99	279	160	212	158	85	53	205	90	732	373
PINK PANTHER AND SONS				21	200	200	A	5.1	23	433	1679	314	112^	323	163^	230^	157^	106^	77^	151^	77^	101^	116^	74v	35v	186^	84^	1019	601
SAT.	8.30A	30	NBC	CA	98	98	B	4.6	22	391	1655	253	104	292	153	207	162	111	63	208	116	142	136	68	49	215	96	940	622
PRO BOWLERS TOUR				10	167	170	A	5.6	17	475	1358	533	86^	575	135^	290	248^	272	276	560	183^	234^	269	254^	257^	84^	LT	139^	71^
1 SAT.	3.00P	95	ABC	SE	87	89	B	6.3	17	535	1360	524	127	561	166	268	239	237	278	618	197	317	310	274	263	73	30	108	68
2 SAT.	3.00P	90																											
3.00 - 3.30							A	5.2	17	441	1261	568	68v	606	113^	306	254^	304	286^	481	131^	179^	250^	236^	216^	79^	LT	95^	55v
3.30 - 4.00							A	5.4	17	458	1299	550	91^	595	124^	294	246^	288	294	555	168^	207^	267^	256^	272^	73^	LT	76^	27v
4.00 - 4.30							A	6.2	18	526	1468	492	90^	538	156^	278	245	239^	257	622	232^	297	277	270	276	104^	LT	204^	105^
PRYOR'S PLACE				24	164	162	A	4.3	15	365	1805	620	362	713	377	520	422	262^	163^	317^	216^	216^	121^	65v	90^	158^	82v	617	379
SAT.	11.30A	30	CBS	CL	90	90	B	4.5	15	382	1733	424	174	494	231	345	249	170	128	331	187	253	194	113	67	196	78	712	414
ROAD TO LEXINGTON(S)						144	A	3.2	11	272	1908	561^	121v	561^	117v	298^	378^	286^	183v	820^	290^	507^	452^	324^	278^	52v	LT	475^	351^
2 SUN.	12.00N	60	CBS	SC		86																							
12.00 - 12.30							A	2.9	10	246	2057	564^	93v	564^	155v	342^	414^	259^	150v	716^	243v	479^	448^	333^	204v	74v	LT	703^	561^
12.30 - 1.00							A	3.5	12	297	1758	549^	138v	549^	87v	255^	340^	300^	209v	893	320^	523^	451^	313^	341^	33v	LT	283^	172v
SCARY SCOOBY DOO FUNNIES				21	194	194	A	4.9	17	416	1577	301^	168^	335	198^	311	210^	137^	24v	225^	145^	196^	161^	80^	29v	126^	90^	891	451
SAT.	11.00A	30	ABC	CA	94	94	B	5.4	18	458	1638	310	100	384	235	302	192	118	69	233	123	177	140	82	44	188	100	833	445
SCHOOLHOUSE ROCK-8:25AM				24	190	189	A	3.3	17	280	1868	275^	57v	275^	56v	164^	164^	108v	111v	218^	200^	200^	200^	LT	18v	275^	107v	1100	691
SAT.	8.25A	4	ABC	CN	96	96	B	3.1	18	263	1866	241	71	284	114	191	159	105	91	215	121	159	127	64	51	252	114	1115	718
SCHOOLHOUSE ROCK-9:55AM				24	201	200	A	4.3	15	365	1600	320^	132^	320^	127^	205^	173^	107^	100^	242^	192^	192^	156^	24v	50v	216^	128^	822	532
SAT.	9.55A	4	ABC	CN	99	99	B	4.9	17	416	1747	257	91	299	113	208	162	126	86	255	122	205	145	107	49	208	67	985	597
SCHOOLHOUSE ROCK-10:25AM				24	201	200	A	4.2	14	357	1529	408	168^	411	198^	286^	188^	121^	125^	196^	144^	149^	75v	52v	47v	190^	143^	732	466
SAT.	10.25A	4	ABC	CN	98	98	B	4.7	16	399	1646	277	91	320	170	234	168	103	79	249	137	193	133	89	48	225	99	852	472
SCHOOLHOUSE ROCK-11:25AM				21	194	194	A	4.8	17	408	1561	298^	160^	325	197^	308^	211^	128^	17v	233^	164^	203^	164^	69v	30v	111^	80^	892	419
SAT.	11.25A	4	ABC	CN	94	94	B	5.3	17	450	1633	306	97	377	223	292	187	121	70	240	127	181	138	85	48	197	107	819	431
SHIRT TALES				24	185	188	A	3.7	21	314	1475	242^	80v	242^	55v	127^	128^	114^	91v	131^	68v	99v	77v	63v	32v	232^	149^	870	427
SAT.	8.00A	30	CBS	CA	94	94	B	2.8	17	238	1476	236	76	260	114	158	122	87	90	222	87	135	130	96	82	104	62	890	507
SMURFS I				24	201	202	A	6.8	26	577	1865	301	85^	330	162^	243	189^	114^	74^	209^	147^	175^	121^	62^	21v	258	185^	1068	634
SAT.	9.00A	30	NBC	CA	99	99	B	6.2	25	526	1713	319	122	356	192	269	200	138	62	235	147	173	144	64	47	203	124	919	560
SMURFS II				24	201	202	A	8.8	32	747	1913	301	115^	346	180	270	191	132^	61^	222	136^	174	112^	78^	41v	265	186	1080	656
SAT.	9.30A	30	NBC	CA	99	99	B	8.5	31	722	1762	322	131	356	199	280	211	134	53	239	146	183	151	72	44	212	136	955	569
SMURFS III				24	201	202	A	9.5	33	807	2017	320	116^	351	171	266	191	153^	65^	200	139^	162	99^	43^	18v	321	144^	1145	695
SAT.	10.00A	30	NBC	CA	99	99	B	9.5	33	807	1781	324	123	356	201	285	218	135	53	219	139	176	140	60	36	236	152	970	573
SNORKS				21	194	195	A	4.3	24	365	1570	162^	88v	162^	63v	104^	72v	55v	44v	87v	44v	44v	62v	43v	25v	138^	96^	1183	808
SAT.	8.00A	30	NBC	CA	97	97	B	3.6	23	306	1614	216	85	247	102	134	116	108	79	168	102	111	104	48	41	199	105	1000	698

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Program Name / Wk # Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations & Program Coverage Wk 1	Wk 2	Key	Household Audiences Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens (12-17) Total	Teens Fem.	Children (2-11) Total	Children 6-11
WEEKEND DAYTIME CONT'D																														
SPIDERMAN AND FRIENDS					18	125	156	A	5.5	20	467	1315	109^	69v	109^	83^	109^	109^	26v	LT	259^	213^	238^	165^	25v	21v	214^	107^	733	444
SAT.	12.00N	30	NBC	CA		68	84	B	5.6	18	475	1594	294	93	322	170	226	189	120	85	289	169	227	173	88	46	209	90	774	401
SPORTSBEAT					10	71	85	A	1.5	5	127	1591	685^	370^	685^	134v	409^	511^	409^	174v	709^	269^	480^	323^	283^	229v	LT	LT	197v	189v
SUN.	12.30P	30	ABC	SC		55	58	B	1.4	4	119	941	362	145	457	154	233	218	181	195	374	126	223	189	152	140	47	LT	63	59
SPORTSWORLD					5	155	171	A	4.0	10	340	1621	497	126^	497	41v	109^	203^	285^	294^	859	477	585	455	224^	227^	56v	LT	209^	171^
1 SUN.	5.06P	54	NBC	SA		81	87	B	5.6	13	475	1509	476	156	519	113	243	243	270	237	767	318	465	475	347	212	73	23	150	113
2 SUN.	5.00P	60																												
5.00 - 5.30								A	3.7	9	314	1697	477	108^	477	38v	128^	179^	280^	298^	855	455	553	436	236^	241^	87v	LT	278^	232^
5.30 - 6.00								A	4.3	10	365	1570	508	140^	512	43v	96^	222^	289^	290^	865	498	613	474	217^	213^	36v	LT	157^	120^
SUNDAY MORNING					23	167	175	A	4.8	19	408	1431	585	162^	600	95^	229^	252^	323	316	703	282^	414	399	324	216^	37v	LT	91^	22v
SUN.	9.00A	90	CBS	N		95	96	B	4.8	20	408	1311	579	213	603	107	235	252	314	316	586	180	332	344	301	206	41	LT	81	36
9.00 - 9.30								A	3.8	18	323	1520	627	167^	631	43v	219^	251^	371^	337^	718	324^	418	404	265^	227^	53v	LT	118^	31v
9.30 - 10.00								A	5.1	20	433	1363	566	146^	566	84^	212^	236^	304	305	681	274^	415	415	316	195^	40v	LT	76^	19v
10.00 - 10.30								A	5.4	19	458	1459	596	175^	626	151^	269^	279	313	313	725	266^	422	391	376	227^	25v	LT	83^	17v
SUPERFRIENDS: SUPERPOWERS					24	195	195	A	3.8	17	323	2118	415	86v	415	133^	313^	260^	180^	102^	309^	284^	284^	231^	LT	25v	291^	151^	1103	696
SAT.	8.30A	30	ABC	CA		97	97	B	4.1	20	348	1837	223	64	263	105	182	144	103	79	223	120	173	142	77	46	270	118	1081	688
SUPERFRIENDS:SUPERPOWERS2					18	190	189	A	3.0	17	255	1847	231^	32v	231^	32v	120v	120v	88v	111v	234^	212^	212^	212^	LT	22v	263^	98v	1119	679
SAT.	8.00A	30	ABC	CA		96	96	B	2.8	18	238	1952	251	84	299	133	201	172	97	96	238	135	166	137	68	66	246	108	1169	774
THIS WEEK-DAVID BRINKLEY					20	163	179	A	3.7	12	314	1385	554	169^	563	57v	140^	125^	245^	400^	659	115^	281^	299^	414	292^	LT	LT	163^	109^

Program Name / Wk # Day	Start Time	Dur	Net	Prog. Type	T/C This Season	Wk 1	Wk 2	Key	Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens Total	Teens Fem.	Children Total	Children 6-11
SUN.	11.30A	60	ABC	N		94	95	B	4.1	12	348	1290	621	185	632	82	200	208	273	393	576	153	247	231	243	281	28	LT	54	34
11.30 - 12.00								A	3.5	12	297	1458	541	141^	541	81v	151^	114^	185^	370^	708	119^	307^	332^	470	304^	LT	LT	209^	145^
12.00 - 12.30								A	3.9	13	331	1296	559	181^	577	33v	126^	136^	299^	424	604	109^	254^	269^	356^	275^	LT	LT	115^	69v
TURBO TEEN					24	201	200	A	4.6	17	391	1624	365	148^	365	151^	253^	207^	125^	97^	240^	196^	196^	154^	15v	44v	206^	113^	813	573
SAT.	9.30A	30	ABC	CA		99	99	B	5.1	18	433	1760	263	96	301	118	215	167	129	81	241	121	193	135	94	46	203	69	1015	635
USFL FOOTBALL					3	149	158	A	5.8	15	492	1543	466	254^	487	129^	300	327	256^	140^	892	313	538	490	392	313	15v	LT	149^	89^
1 SUN.	2.30P	217	ABC	SE		85	85	B	6.5	16	552	1527	411	213	426	132	245	246	210	150	910	294	529	489	432	337	46	30	145	97
2 SUN.	2.30P	199																												
2.30 - 3.00								A	4.5	13	382	1694	539	311^	539	102^	338	387	352	152^	890	290^	552	542	427	290^	LT	LT	265^	40v
3.00 - 3.30								A	5.8	16	492	1528	411	256^	431	113^	263	277	225^	133^	902	317	546	509	392	292	32v	LT	163^	102^
3.30 - 4.00								A	5.6	16	475	1621	446	278	467	135^	325	337	263^	110^	959	371	603	568	394	296	20v	LT	175^	136^
4.00 - 4.30								A	5.8	16	492	1551	484	266	510	172^	349	368	258^	116^	878	348	529	506	341	308	16v	16v	147^	107^
4.30 - 5.00								A	6.3	16	535	1518	454	265	483	148^	321	345	253	109^	885	302	545	520	400	312	LT	LT	150^	109^
5.00 - 5.30								A	6.7	16	569	1482	456	247	498	156^	297	319	227	140^	860	286	504	442	377	326	15v	LT	109^	78^
5.30 - 6.00								A	6.2	14	526	1426	475	190^	482	86^	219^	277	230^	205^	867	265	479	354	431	358	15v	LT	62^	45v
6.00 - 6.30								A	6.1	13	518	1602	578	219^	601	93v	236^	225^	276^	312^	819	256^	479^	330^	383^	321^	34v	34v	148^	116v
WOMEN'S INDOOR TENNIS(S)							185	A	2.3	8	195	1349	483^	211v	529^	134v	221v	276v	247v	216v	447^	93v	154v	222v	189v	225v	178v	138v	195v	180v
2 SAT.	12.00N	120	CBS	SE			93																							
12.00 - 12.30								A	2.2	8	187	1364	396^	241v	519^	257v	306v	262v	183v	165v	412^	172v	189v	209v	123v	203v	234v	101v	199v	182v
12.30 - 1.00								A	2.3	8	195	1056^	451^	236v	512^	205v	261v	246v	174v	210v	329^	LT	26v	72v	139v	257v	144v	103v	71v	57v
1.00 - 1.30								A	2.4	9	204	1480	515^	152v	515^	LT	117v	265v	328^	250v	475^	LT	121v	240v	289v	235v	338^	338^	152v	137v
1.30 - 2.00								A	2.2	8	187	1487	577^	214v	577^	85v	203v	343^	305v	234v	557^	204v	279v	353^	198v	204v	LT	LT	353^	337v

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. FEB.25, 1985

The 7:00–7:45 columns are blank for all network rows.

WEEK 1

TIME		8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		16,900 19.9				21,990 25.9							
		← HARDCASTLE & MCCORMICK →				← ABC MONDAY NIGHT MOVIE A BUNNY'S TALE (SD) →							
AVERAGE AUDIENCE (Households (000) & %)		13,920 16.4	15.8*		16.9*	14,690 17.3	17.2*		17.9*		17.4*		16.6*
SHARE OF AUDIENCE	%	24	23 *		24 *	26	24 *		26 *		27 *		27 *
AVG. AUD. BY ¼ HR.	%	15.5	16.2	16.7	17.1	17.1	17.3	18.0	17.9	17.6	17.3	16.9	16.3
CBS TV TOTAL AUDIENCE (Households (000) & %)		17,230 20.3				17,660 20.8		17,230 20.3		16,050 18.9			
		← SCARECROW & MRS. KING (SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000) & %)		14,010 16.5	15.8*		17.2*	15,450 18.2		15,880 18.7		13,160 15.5	15.6*		15.4*
SHARE OF AUDIENCE	%	24	23 *		25 *	26		27		25	24 *		25 *
AVG. AUD. BY ¼ HR.	%	15.3	16.3	17.4	17.1	17.6	18.8	18.7	18.8	15.5	15.6	15.7	15.1
NBC TV TOTAL AUDIENCE (Households (000) & %)		22,500 26.5				22,580 26.6							
		← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES EVERGREEN, PART 2 →							
AVERAGE AUDIENCE (Households (000) & %)		17,150 20.2	19.9*		20.5*	17,740 20.9	20.8*		20.8*		21.0*		21.1*
SHARE OF AUDIENCE	%	29	30 *		29 *	32	30 *		30 *		32 *		34 *
AVG. AUD. BY ¼ HR.	%	19.4	20.4	20.2	20.7	20.7	20.9	20.8	20.9	21.1	21.0	21.3	20.8

WEEK 2

TIME		8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		15,710 18.5				22,240 26.2							
		← HARDCASTLE & MCCORMICK (SD) →				← ABC MONDAY NIGHT MOVIE THE GAUNTLET(R) (SD) →							
AVERAGE AUDIENCE (Households (000) & %)		12,400 14.6	14.3*		14.9*	14,770 17.4	15.3*		16.7*		18.7*		19.0*
SHARE OF AUDIENCE	%	21	20 *		21 *	26	22 *		24 *		29 *		31 *
AVG. AUD. BY ¼ HR.	%	14.1	14.5	14.9	14.9	15.2	15.5	16.6	16.8	18.5	18.9	19.4	18.6
CBS TV TOTAL AUDIENCE (Households (000) & %)		18,420 21.7				19,780 23.3		18,850 22.2		18,000 21.2			
		← SCARECROW & MRS. KING (R)(SUS-SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000) & %)		14,600 17.2	16.6*		17.8*	17,660 20.8		17,570 20.7		14,690 17.3	17.7*		17.0*
SHARE OF AUDIENCE	%	24	24 *		25 *	30		30		28	28 *		28 *
AVG. AUD. BY ¼ HR.	%	16.2	17.0	17.6	17.9	20.6	21.0	20.5	20.8	17.7	17.6	17.4	16.5
NBC TV TOTAL AUDIENCE (Households (000) & %)		18,590 21.9				19,100 22.5							
		← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES ROMANCE ON THE ORIENT EXPRESS (SD) →							
AVERAGE AUDIENCE (Households (000) & %)		14,940 17.6	17.4*		17.8*	13,240 15.6	16.4*		15.4*		15.4*		14.9*
SHARE OF AUDIENCE	%	25	25 *		25 *	24	24 *		23 *		24 *		24 *
AVG. AUD. BY ¼ HR.	%	16.9	17.9	17.9	17.7	16.6	16.3	15.6	15.2	15.6	15.3	14.9	14.9

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	61.5	63.9	64.8	66.2	66.2	68.4	69.4	70.2	70.2	70.4	69.1	68.4	65.2	64.3	62.9	60.2
	WK. 2	64.7	66.0	66.4	67.7	69.2	70.8	71.3	71.3	69.6	69.6	69.0	67.7	64.7	63.3	62.6	60.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.MON. MAR.4, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE.TUE. FEB.26, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					12,570		12,820		14,350				11,380			
TOTAL AUDIENCE (%)					14.8		15.1		16.9				13.4			
Program					THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)				GETTING THE LAST LAUGH			
AVERAGE AUDIENCE (Households (000))					10,870		11,380		11,290				7,640			
AVERAGE AUDIENCE (%)					12.8		13.4		13.3	13.3*		13.3*	9.0	9.4*		8.6*
SHARE OF AUDIENCE %					19		19		18	18 *		18 *	14	14 *		14 *
AVG. AUD. BY ¼ HR. %					12.7	12.9	13.3	13.6	13.2	13.4	13.5	13.0	9.6	9.2	8.7	8.6
CBS TV																
TOTAL AUDIENCE (Households (000))					38,290											
TOTAL AUDIENCE (%)					45.1											
Program					GRAMMY AWARDS (8:00-11:20PM) (+OP)(SD)											
AVERAGE AUDIENCE (Households (000))					20,210											
AVERAGE AUDIENCE (%)					23.8	23.8*		25.4*		24.9*		24.4*		24.2*		22.2*
SHARE OF AUDIENCE %					35	35 *		35 *		34 *		34 *		35 *		35 *
AVG. AUD. BY ¼ HR. %					22.6	25.1	25.5	25.4	25.1	24.6	24.2	24.5	24.8	23.7	22.6	21.9
NBC TV																
TOTAL AUDIENCE (Households (000))					20,630				25,980							
TOTAL AUDIENCE (%)					24.3				30.6							
Program					A TEAM (SD)				MOVIE OF THE WEEK-TUE EVERGREEN, PART 3 (SD)							
AVERAGE AUDIENCE (Households (000))					16,390				19,440							
AVERAGE AUDIENCE (%)					19.3	18.2*		20.4*	22.9	21.7*		22.2*		24.0*		23.7*
SHARE OF AUDIENCE %					27	26 *		28 *	33	30 *		31 *		35 *		37 *
AVG. AUD. BY ¼ HR. %					17.6	18.8	20.1	20.7	21.5	22.0	22.2	22.3	23.9	24.1	24.2	23.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					12,740		13,670		14,770				14,690			
TOTAL AUDIENCE (%)					15.0		16.1		17.4				17.3			
Program					THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)				MOONLIGHTING			
AVERAGE AUDIENCE (Households (000))					10,870		12,480		11,630				11,550			
AVERAGE AUDIENCE (%)					12.8		14.7		13.7	13.3*		14.1*	13.6	14.1*		13.2*
SHARE OF AUDIENCE %					19		21		21	20 *		22 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					12.3	13.4	14.7	14.8	13.0	13.5	13.9	14.3	14.0	14.2	13.3	13.0
CBS TV																
TOTAL AUDIENCE (Households (000))					9,930		8,410		22,330							
TOTAL AUDIENCE (%)					11.7		9.9		26.3							
Program					JEFFERSONS		ALICE (SD)		CBS TUESDAY NIGHT MOVIES KIDS DON'T TELL (SD)							
AVERAGE AUDIENCE (Households (000))					8,660		7,470		15,370							
AVERAGE AUDIENCE (%)					10.2		8.8		18.1	17.3*		17.9*		18.7*		18.6*
SHARE OF AUDIENCE %					15		13		29	26 *		27 *		31 *		33 *
AVG. AUD. BY ¼ HR. %					9.8	10.6	8.7	8.8	17.0	17.6	18.0	17.7	18.7	18.8	19.0	18.2
NBC TV																
TOTAL AUDIENCE (Households (000))					24,370				19,020				15,200			
TOTAL AUDIENCE (%)					28.7				22.4				17.9			
Program					A TEAM (SD)				RIPTIDE				REMINGTON STEELE			
AVERAGE AUDIENCE (Households (000))					19,950				15,620				12,140			
AVERAGE AUDIENCE (%)					23.5	22.6*		24.4*	18.4	18.6*		18.1*	14.3	14.5*		14.0*
SHARE OF AUDIENCE %					34	33 *		35 *	28	28 *		28 *	24	24 *		25 *
AVG. AUD. BY ¼ HR. %					22.0	23.2	24.6	24.2	18.7	18.6	18.5	17.7	14.5	14.5	14.2	13.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.9	62.6	64.1	65.3	67.8	70.1	71.0	72.5	72.5	72.6	72.5	71.8	69.8	67.2	64.8	62.2
WK. 2	60.3	62.1	64.3	65.4	67.0	68.3	68.9	69.3	66.5	66.5	66.0	64.4	61.7	60.6	58.4	55.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. MAR.5, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.27, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,420 21.7				25,050 29.5				20,550 24.2			
Program					← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000) & %)					14,350 16.9	15.7*		18.0*	21,060 24.8	24.1*		25.6*	17,320 20.4	20.6*		20.2*
SHARE OF AUDIENCE %					26	25 *		27 *	37	35 *		38 *	34	33 *		35 *
AVG. AUD. BY ¼ HR. %					15.7	15.8	17.3	18.8	23.6	24.5	25.5	25.7	20.7	20.5	20.4	20.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,260 16.8		13,160 15.5		15,370 18.1							
Program					CHARLES IN CHARGE		E/R (SUS-SD)		← CBS WEDNESDAY NIGHT MOVIE STILL OF THE NIGHT (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					12,060 14.2		11,290 13.3		8,490 10.0	10.4*		9.9*		10.6*		9.3*
SHARE OF AUDIENCE %					22		20		16	15 *		15 *		17 *		16 *
AVG. AUD. BY ¼ HR. %					13.7	14.7	13.2	13.4	10.6	10.2	10.1	9.6	10.8	10.3	9.7	9.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					18,930 22.3				16,560 19.5		14,430 17.0		15,370 18.1			
Program					← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		SARA		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000) & %)					15,370 18.1	17.4*		18.8*	14,520 17.1		12,570 14.8		12,140 14.3	14.6*		14.0*
SHARE OF AUDIENCE %					28	27 *		28 *	25		22		24	23 *		24 *
AVG. AUD. BY ¼ HR. %					16.8	18.1	18.8	18.7	16.8	17.3	14.7	14.9	14.8	14.4	14.1	13.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,570 20.7				24,370 28.7				18,250 21.5			
Program					← FALL GUY (R)(SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000) & %)					13,240 15.6	14.8*		16.3*	20,380 24.0	23.7*		24.3*	15,370 18.1	18.7*		17.4*
SHARE OF AUDIENCE %					24	23 *		24 *	36	35 *		36 *	31	31 *		31 *
AVG. AUD. BY ¼ HR. %					14.4	15.2	15.8	16.9	23.3	24.1	24.5	24.2	19.1	18.4	17.8	17.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,970 14.1		11,290 13.3		15,450 18.2							
Program					CHARLES IN CHARGE		E/R (R)(SUS-SD)		← CBS WEDNESDAY NIGHT MOVIE AUTHOR! AUTHOR! (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					9,760 11.5		9,850 11.6		8,570 10.1	10.7*		10.3*		9.8*		9.5*
SHARE OF AUDIENCE %					18		17		16	16 *		15 *		16 *		17 *
AVG. AUD. BY ¼ HR. %					11.3	11.8	11.6	11.6	10.7	10.8	10.5	10.0	9.9	9.6	9.5	9.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					20,380 24.0				22,500 26.5							
Program					← HIGHWAY TO HEAVEN (SD) →				← MOVIE OF THE WEEK-WED HELL TOWN (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					16,560 19.5	19.1*		20.0*	15,450 18.2	17.2*		18.3*		18.9*		18.3*
SHARE OF AUDIENCE %					29	29 *		30 *	29	26 *		27 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					18.5	19.7	20.3	19.7	17.0	17.3	18.3	18.3	19.2	18.6	18.6	17.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.0	61.2	61.6	63.3	63.3	63.9	65.3	66.8	67.6	68.5	67.8	67.7	63.7	61.7	59.7	57.2
WK. 2	59.7	61.6	62.7	64.2	65.1	65.9	66.5	67.9	67.3	67.4	67.7	66.2	61.7	59.5	58.1	55.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. MAR.6, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. FEB. 28, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,880 18.7								16,470 19.4			
							ABC THURSDAY NIGHT MOVIE NEIGHBORS (SD)								20/20			
		AVERAGE AUDIENCE (Households (000) & %)					7,980 9.4	9.8*		9.5*		9.0*		9.6*	12,310 14.5	14.6*		14.4*
		SHARE OF AUDIENCE %					14	15 *		14 *		13 *		15 *	24	24 *		25 *
		AVG. AUD. BY ¼ HR. %					10.2	9.3	9.8	9.2	9.1	8.8	9.3	9.8	14.0	15.1	14.6	14.2
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,760 22.1				23,690 27.9				20,630 24.3			
							MAGNUM, P.I. (R)(SD)				SIMON & SIMON (SD)				KNOTS LANDING			
		AVERAGE AUDIENCE (Households (000) & %)					14,520 17.1	15.7*		18.4*	19,700 23.2	22.3*		24.0*	17,230 20.3	20.6*		19.9*
		SHARE OF AUDIENCE %					26	24 *		27 *	35	33 *		37 *	34	33 *		35 *
		AVG. AUD. BY ¼ HR. %					15.3	16.1	18.2	18.7	21.7	22.9	24.0	24.1	20.7	20.6	20.5	19.4
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					26,490 31.2		22,750 26.8		19,270 22.7		16,050 18.9		16,300 19.2			
							BILL COSBY SHOW		FAMILY TIES (R)(SD)		CHEERS		NIGHT COURT (SD)		HILL STREET BLUES (R)			
		AVERAGE AUDIENCE (Households (000) & %)					23,520 27.7		20,970 24.7		17,400 20.5		14,860 17.5		12,400 14.6	14.9*		14.4*
		SHARE OF AUDIENCE %					42		37		30		27		25	24 *		25 *
		AVG. AUD. BY ¼ HR. %					26.6	28.7	24.6	24.8	20.6	20.4	17.8	17.3	15.0	14.8	14.6	14.1
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,090 16.6								15,880 18.7			
							ABC THURSDAY NIGHT MOVIE BUDDY BUDDY (SD)								20/20			
		AVERAGE AUDIENCE (Households (000) & %)					6,880 8.1	7.7*		7.7*		7.6*		9.2*	10,950 12.9	13.6*		12.2*
		SHARE OF AUDIENCE %					12	12 *		11 *		11 *		14 *	22	22 *		21 *
		AVG. AUD. BY ¼ HR. %					8.1	7.2	7.8	7.6	7.8	7.5	8.9	9.5	14.0	13.3	12.5	11.9
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,610 23.1				24,030 28.3				20,550 24.2			
							MAGNUM, P.I. (SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING			
		AVERAGE AUDIENCE (Households (000) & %)					15,030 17.7	16.2*		19.2*	18,510 21.8	20.5*		23.1*	17,320 20.4	20.6*		20.2*
		SHARE OF AUDIENCE %					26	24 *		29 *	33	31 *		36 *	34	33 *		35 *
		AVG. AUD. BY ¼ HR. %					15.6	16.9	18.6	19.8	20.3	20.7	22.2	23.9	20.6	20.6	20.6	19.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					26,830 31.6		23,520 27.7		21,230 25.0		16,050 18.9		16,730 19.7			
							BILL COSBY SHOW (R)		FAMILY TIES (SD)		CHEERS		M.NESMITH IN TV PARTS		HILL STREET BLUES (R)			
		AVERAGE AUDIENCE (Households (000) & %)					24,110 28.4		21,650 25.5		19,440 22.9		13,240 15.6		12,060 14.2	14.9*		13.4*
		SHARE OF AUDIENCE %					42		38		34		24		24	24 *		23 *
		AVG. AUD. BY ¼ HR. %					27.3	29.5	25.5	25.4	23.0	22.7	17.2	14.0	15.1	14.8	14.0	12.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.2	61.7	62.9	64.0	66.2	66.8	66.8	67.1	67.5	67.8	65.9	65.0	61.9	61.1	59.0	56.1
		WK. 2	58.3	59.7	61.6	63.4	66.3	67.6	67.1	67.6	67.3	66.9	65.2	64.3	63.0	61.3	59.2	56.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. MAR. 7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE.FRI. MAR.1, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000))					13,500		14,180		12,650				11,720			
TOTAL AUDIENCE (%)					15.9		16.7		14.9				13.8			
Program					BENSON (R)		WEBSTER (R)(SD)		← STREET HAWK (SD) →				← MATT HOUSTON (R) →			
AVERAGE AUDIENCE (Households (000))					11,290		12,310		9,850				8,910			
AVERAGE AUDIENCE (%)					13.3		14.5		11.6	11.1*		12.1*	10.5	10.4*		10.6*
SHARE OF AUDIENCE %					22		23		18	18 *		19 *	17	17 *		18 *
AVG. AUD. BY ¼ HR. %					12.8	13.8	14.4	14.6	11.0	11.2	11.8	12.4	10.6	10.1	10.3	10.9
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000))					28,870								22,500			
TOTAL AUDIENCE (%)					34.0								26.5			
Program					← CBS SPECIAL MOVIE PRES THE WIZARD OF OZ(R) (SUS-SD)(SD) →								← DALLAS →			
AVERAGE AUDIENCE (Households (000))					18,000								19,190			
AVERAGE AUDIENCE (%)					21.2	18.6*		20.1*		22.4*		23.8*	22.6	22.6*		22.6*
SHARE OF AUDIENCE %					34	31 *		32 *		36 *		38 *	37	37 *		37 *
AVG. AUD. BY ¼ HR. %					18.3	19.0	19.7	20.5	22.2	22.7	23.4	24.2	22.3	22.9	23.1	22.2
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000))					16,220								14,770			
TOTAL AUDIENCE (%)					19.1								17.4			
Program					← MOVIE OF THE WEEK-FRI TIME BOMB(R) (SD) →								← MIAMI VICE (R) →			
AVERAGE AUDIENCE (Households (000))					9,170								11,630			
AVERAGE AUDIENCE (%)					10.8	10.2*		10.1*		11.2*		11.8*	13.7	13.6*		13.8*
SHARE OF AUDIENCE %					17	17 *		16 *		18 *		19 *	22	22 *		23 *
AVG. AUD. BY ¼ HR. %					10.3	10.1	10.2	10.1	11.2	11.3	11.9	11.6	13.3	13.9	13.9	13.6
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000))					14,260		13,580		12,310				11,040			
TOTAL AUDIENCE (%)					16.8		16.0		14.5				13.0			
Program					BENSON (R)		WEBSTER (R)(SD)		← STREET HAWK (SD) →				← MATT HOUSTON (R) →			
AVERAGE AUDIENCE (Households (000))					12,310		11,720		9,000				9,080			
AVERAGE AUDIENCE (%)					14.5		13.8		10.6	10.5*		10.8*	10.7	10.3*		11.1*
SHARE OF AUDIENCE %					23		22		17	17 *		17 *	18	17 *		19 *
AVG. AUD. BY ¼ HR. %					14.2	14.8	13.9	13.6	10.2	10.7	10.6	10.9	9.9	10.6	11.1	11.2
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000))					18,590				22,750				17,490			
TOTAL AUDIENCE (%)					21.9				26.8				20.6			
Program					← MAGIC-DAVID COPPERFIELD (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST →			
AVERAGE AUDIENCE (Households (000))					14,260				19,020				14,860			
AVERAGE AUDIENCE (%)					16.8	15.9*		17.8*	22.4	22.1*		22.7*	17.5	17.8*		17.3*
SHARE OF AUDIENCE %					27	25 *		28 *	35	35 *		36 *	29	29 *		30 *
AVG. AUD. BY ¼ HR. %					15.6	16.1	17.4	18.2	21.9	22.4	23.0	22.5	17.9	17.6	17.4	17.1
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000))					12,820				11,210				14,350			
TOTAL AUDIENCE (%)					15.1				13.2				16.9			
Program					← CODE NAME: FOXFIRE (SD) →				← V (SD) →				← MIAMI VICE →			
AVERAGE AUDIENCE (Households (000))					9,170				8,740				11,550			
AVERAGE AUDIENCE (%)					10.8	10.5*		11.0*	10.3	10.0*		10.6*	13.6	13.9*		13.3*
SHARE OF AUDIENCE %					17	17 *		17 *	16	16 *		17 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					10.2	10.8	10.8	11.2	10.0	10.0	10.3	10.9	13.6	14.2	13.8	12.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	56.2	57.4	57.7	58.8	59.7	60.7	61.8	62.2	62.5	62.5	63.0	63.2	61.6	61.5	60.9	60.0
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	55.5	57.0	57.9	60.3	61.5	63.3	63.7	64.0	63.1	63.7	63.8	63.0	61.1	60.4	59.1	57.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. MAR.8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.2, 1985

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					16,390				15,200				13,920			
TOTAL AUDIENCE (%)					19.3				17.9				16.4			
Program					T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES			
AVERAGE AUDIENCE (Households (000))					12,820				11,630				11,120			
AVERAGE AUDIENCE (%)					15.1	14.0*		16.1*	13.7	13.6*		13.8*	13.1	12.6*		13.6*
SHARE OF AUDIENCE %					26	24 *		27 *	23	23 *		23 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %					13.3	14.7	16.1	16.1	13.6	13.5	13.7	13.9	12.1	13.1	13.4	13.8

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					11,120				13,580				15,030			
TOTAL AUDIENCE (%)					13.1				16.0				17.7			
Program					OTHERWORLD (SD)				AIRWOLF (SD)				COVER-UP			
AVERAGE AUDIENCE (Households (000))					8,410				10,780				11,210			
AVERAGE AUDIENCE (%)					9.9	9.6*		10.1*	12.7	12.1*		13.3*	13.2	13.4*		13.0*
SHARE OF AUDIENCE %					17	16 *		17 *	21	20 *		22 *	24	24 *		24 *
AVG. AUD. BY ¼ HR. %					9.7	9.5	10.0	10.2	12.0	12.2	13.3	13.3	13.5	13.3	13.1	12.9

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					16,640		14,180		14,260		12,900		9,510			
TOTAL AUDIENCE (%)					19.6		16.7		16.8		15.2		11.2			
Program					DIFF'RENT STROKES-SAT.		DOUBLE TROUBLE (SD)		GIMME A BREAK (R)		IT'S YOUR MOVE (R)(SD)		BERRENGER'S			
AVERAGE AUDIENCE (Households (000))					14,350		13,070		12,820		11,120		7,130			
AVERAGE AUDIENCE (%)					16.9		15.4		15.1		13.1		8.4	8.7*		8.0*
SHARE OF AUDIENCE %					29		26		25		22		15	16 *		15 *
AVG. AUD. BY ¼ HR. %					16.2	17.5	15.3	15.5	15.1	15.1	13.2	12.9	8.9	8.4	8.1	8.0

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					15,110				14,860				14,090			
TOTAL AUDIENCE (%)					17.8				17.5				16.6			
Program					T.J. HOOKER (SD)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES			
AVERAGE AUDIENCE (Households (000))					11,630				11,630				11,210			
AVERAGE AUDIENCE (%)					13.7	12.8*		14.6*	13.7	13.6*		13.9*	13.2	13.0*		13.3*
SHARE OF AUDIENCE %					24	22 *		25 *	24	24 *		25 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %					12.3	13.3	14.7	14.5	13.4	13.8	13.9	13.9	12.8	13.2	13.4	13.2

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					11,040				12,480				13,410			
TOTAL AUDIENCE (%)					13.0				14.7				15.8			
Program					OTHERWORLD (SD)				AIRWOLF (R)(SD)				COVER-UP			
AVERAGE AUDIENCE (Households (000))					7,050				9,930				10,360			
AVERAGE AUDIENCE (%)					8.3	8.3*		8.3*	11.7	10.9*		12.5*	12.2	12.3*		12.0*
SHARE OF AUDIENCE %					14	14 *		14 *	20	19 *		22 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					8.5	8.1	8.2	8.4	10.4	11.4	12.3	12.6	12.3	12.3	12.0	11.9

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					15,110		12,900		11,210		10,440		7,050			
TOTAL AUDIENCE (%)					17.8		15.2		13.2		12.3		8.3			
Program					DIFF'RENT STROKES-SAT.		DOUBLE TROUBLE (R)(SD)		GIMME A BREAK (R)		IT'S YOUR MOVE (R)		BERRENGER'S			
AVERAGE AUDIENCE (Households (000))					13,070		11,120		9,760		8,910		4,920			
AVERAGE AUDIENCE (%)					15.4		13.1		11.5		10.5		5.8	5.9*		5.8*
SHARE OF AUDIENCE %					27		23		20		19		11	11 *		11 *
AVG. AUD. BY ¼ HR. %					14.8	16.0	13.3	12.8	11.1	11.8	10.4	10.5	6.3	5.5	5.5	6.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	53.4	55.0	55.8	57.3	58.1	59.2	59.4	59.5	60.4	60.1	59.4	59.3	55.7	55.3	54.7	53.5
	WK. 2	50.7	52.7	53.8	54.9	57.3	57.8	57.3	57.4	57.5	58.1	56.7	56.7	53.8	52.9	52.0	50.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.2, 1985

WEEK 1

		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,160 4.9													
	Program			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,910 4.6													
	SHARE OF AUDIENCE %			11													
	AVG. AUD. BY ¼ HR. %			4.6													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,890 14.0													
	Program			← SATURDAY NIGHT (11:30-12:55AM) (SUSTAINING 12:55-1:00AM) →													
	AVERAGE AUDIENCE (Households (000) & %)			6,790 8.0	8.1*		8.3*		7.4*								
	SHARE OF AUDIENCE %			23	21 *		25 *		26 *								
	AVG. AUD. BY ¼ HR. %			7.8	8.4	8.6	8.0	7.5	7.3								

WEEK 2

		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,060 3.6													
	Program			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,060 3.6													
	SHARE OF AUDIENCE %			9													
	AVG. AUD. BY ¼ HR. %			3.6													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,270 12.1													
	Program			← SATURDAY NIGHT (11:30-12:53AM) (SUSTAINING 12:53-1:00AM) →													
	AVERAGE AUDIENCE (Households (000) & %)			5,260 6.2	7.1*		6.1*		5.3*								
	SHARE OF AUDIENCE %			19	19 *		19 *		21 *								
	AVG. AUD. BY ¼ HR. %			7.3	6.9	6.6	5.6	5.3	5.3								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	49.9	46.7	40.8	37.6	34.6	32.4	29.9	27.6	23.8	21.0	18.6	17.1	14.9	13.4	12.0	10.8
	WK. 2	46.7	43.7	39.2	36.8	33.2	29.6	25.7	23.6	21.1	19.3	16.4	15.0	12.9	11.6	10.8	9.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))	14,350				17,150				23,690							
TOTAL AUDIENCE (%)	16.9				20.2				27.9							
Program	RIPLEY'S BELIEVE IT-NOT				RODNEY DANGERFIELD SPEC. (SD)				ABC SUNDAY NIGHT MOVIE MOONLIGHTING (SD)							
AVERAGE AUDIENCE (Households (000))	10,610				12,900				15,540							
AVERAGE AUDIENCE (%)	12.5	11.9*		13.2*	15.2	15.1*		15.2*	18.3	18.8*		19.0*		18.5*		16.9*
SHARE OF AUDIENCE %	20	19 *		20 *	22	22 *		21 *	28	27 *		28 *		29 *		29 *
AVG. AUD. BY ¼ HR. %	11.3	12.5	13.0	13.4	14.9	15.3	15.2	15.2	18.8	18.9	19.0	19.0	19.3	17.7	17.4	16.4
CBS TV																
TOTAL AUDIENCE (Households (000))	25,130				20,890				21,310				18,930			
TOTAL AUDIENCE (%)	29.6				24.6				25.1				22.3			
Program	60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000))	19,100				18,250				17,150				16,050			
AVERAGE AUDIENCE (%)	22.5	22.0*		22.9*	21.5	21.3*		21.8*	20.2	19.5*		20.9*	18.9	19.1*		18.7*
SHARE OF AUDIENCE %	35	35 *		35 *	31	31 *		31 *	29	28 *		30 *	31	30 *		32 *
AVG. AUD. BY ¼ HR. %	21.6	22.5	23.0	22.8	20.9	21.6	22.0	21.5	19.1	19.9	21.0	20.8	19.0	19.2	18.8	18.5
NBC TV																
TOTAL AUDIENCE (Households (000))	11,120		12,140		16,810				18,000							
TOTAL AUDIENCE (%)	13.1		14.3		19.8				21.2							
Program	SILVER SPOONS		PUNKY BREWSTER		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE SECRET WEAPONS							
AVERAGE AUDIENCE (Households (000))	9,250		10,700		14,350				11,720							
AVERAGE AUDIENCE (%)	10.9		12.6		16.9	16.2*		17.5*	13.8	13.4*		13.7*		14.1*		13.8*
SHARE OF AUDIENCE %	17		19		24	23 *		25 *	21	19 *		20 *		22 *		23 *
AVG. AUD. BY ¼ HR. %	10.3	11.4	11.8	13.4	15.7	16.8	17.7	17.3	13.5	13.3	13.7	13.8	14.0	14.2	14.0	13.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))	14,430				29,290											
TOTAL AUDIENCE (%)	17.0				34.5											
Program	RIPLEY'S BELIEVE IT-NOT				NIGHT OF 100 STARS (SD)											
AVERAGE AUDIENCE (Households (000))	10,190				15,200											
AVERAGE AUDIENCE (%)	12.0	10.5*		13.5*	17.9	16.9*		17.4*		19.0*		19.3*		18.5*		16.4*
SHARE OF AUDIENCE %	20	18 *		21 *	28	26 *		25 *		28 *		29 *		30 *		29 *
AVG. AUD. BY ¼ HR. %	9.6	11.4	13.0	14.1	16.9	16.8	17.0	17.8	19.4	18.6	19.2	19.5	19.3	17.7	16.4	16.4
CBS TV																
TOTAL AUDIENCE (Households (000))	24,200				20,040				18,080				17,400			
TOTAL AUDIENCE (%)	28.5				23.6				21.3				20.5			
Program	60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000))	18,510				16,730				15,030				14,350			
AVERAGE AUDIENCE (%)	21.8	21.0*		22.6*	19.7	19.8*		19.6*	17.7	17.3*		18.1*	16.9	17.0*		16.9*
SHARE OF AUDIENCE %	36	36 *		36 *	29	30 *		29 *	26	25 *		27 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %	20.6	21.5	22.6	22.5	19.7	19.9	20.0	19.3	16.8	17.8	18.2	18.1	16.5	17.5	17.1	16.7
NBC TV																
TOTAL AUDIENCE (Households (000))	10,440		9,590		17,400				23,520							
TOTAL AUDIENCE (%)	12.3		11.3		20.5				27.7							
Program	SILVER SPOONS		PUNKY BREWSTER (R)		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE THE ENFORCER(R) (9:00-10:55PM)(SD) (SUSTAINING 10:55-11:00PM)							
AVERAGE AUDIENCE (Households (000))	8,320		8,320		13,750				15,110							
AVERAGE AUDIENCE (%)	9.8		9.8		16.2	15.0*		17.4*	17.8	18.1*		17.8*		18.0*		17.3*
SHARE OF AUDIENCE %	17		16		24	23 *		25 *	28	27 *		27 *		29 *		30 *
AVG. AUD. BY ¼ HR. %	9.1	10.6	9.2	10.3	14.1	15.9	17.1	17.8	17.9	18.3	18.1	17.6	18.1	17.9	17.7	16.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.8	63.8	64.6	65.9	68.2	70.4	71.0	70.9	68.7	69.2	69.6	67.9	65.2	63.0	60.3	58.1
WK. 2	57.8	60.2	62.1	63.5	65.0	66.7	67.8	69.0	67.9	68.0	67.2	65.8	63.6	61.7	58.8	55.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.3, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,250 5.0													
			ABC WEEKEND REPORT-SUN.													
AVERAGE AUDIENCE (Households (000) & %)			4,160 4.9													
SHARE OF AUDIENCE %			14													
AVG. AUD. BY ¼ HR. %			4.9													
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,500 5.3															
	CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)	4,330 5.1															
SHARE OF AUDIENCE %	10															
AVG. AUD. BY ¼ HR. %	5.1															
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,100 1.3											
					←G MICHAELS SPORTS MACHINE→ (12:00-12:15AM) (SUSTAINING 12:15-12:30AM)											
AVERAGE AUDIENCE (Households (000) & %)					1,020 1.2											
SHARE OF AUDIENCE %					5											
AVG. AUD. BY ¼ HR. %					1.2											

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			3,990 4.7													
			ABC WEEKEND REPORT-SUN.													
AVERAGE AUDIENCE (Households (000) & %)			3,820 4.5													
SHARE OF AUDIENCE %			13													
AVG. AUD. BY ¼ HR. %			4.5													
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,250 5.0															
	CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)	3,990 4.7															
SHARE OF AUDIENCE %	10															
AVG. AUD. BY ¼ HR. %	4.7															
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,360 1.6											
					G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)					1,270 1.5											
SHARE OF AUDIENCE %					6											
AVG. AUD. BY ¼ HR. %					1.5											
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	50.1	43.5	35.8	31.1	26.0	22.8	20.0	18.0	15.8	14.2	12.6	10.9	8.9	7.7	6.6	6.1
WK. 2	46.7	40.0	32.4	28.4	24.0	21.7	18.8	17.2	15.6	13.6	12.0	10.3	8.8	8.1	7.4	7.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. MAR.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.25-MAR.1, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			5,690				6,030									
TOTAL AUDIENCE (%)			6.7				7.1									
Program	← GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING) →									
AVERAGE AUDIENCE (Households (000))			4,410				4,920									
AVERAGE AUDIENCE (%)			5.2				5.8									
SHARE OF AUDIENCE %			24				25									
AVG. AUD. BY ¼ HR. %			5.2	5.2			5.8	5.8								
CBS TV TOTAL AUDIENCE (Households (000))			3,570				3,650						5,260		4,750	
TOTAL AUDIENCE (%)			4.2				4.3						6.2		5.6	
Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000))			2,800				2,970						4,500		3,990	
AVERAGE AUDIENCE (%)			3.3				3.5						5.3		4.7	
SHARE OF AUDIENCE %			15				15						22		20	
AVG. AUD. BY ¼ HR. %			3.3	3.4			3.4	3.7					5.0	5.6	4.6	4.7
NBC TV TOTAL AUDIENCE (Households (000))			5,010				4,580						2,380		3,990	
TOTAL AUDIENCE (%)			5.9				5.4						2.8		4.7	
Program	← TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING) →						TIME MACHINE		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000))			3,990				3,820						1,950		3,400	
AVERAGE AUDIENCE (%)			4.7				4.5						2.3		4.0	
SHARE OF AUDIENCE %			21				19						9		17	
AVG. AUD. BY ¼ HR. %			4.8	4.6			4.5	4.5					2.2	2.3	3.8	4.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			5,860				6,110									
TOTAL AUDIENCE (%)			6.9				7.2									
Program	← GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING) →									
AVERAGE AUDIENCE (Households (000))			4,580				5,180									
AVERAGE AUDIENCE (%)			5.4				6.1									
SHARE OF AUDIENCE %			24				24									
AVG. AUD. BY ¼ HR. %			5.2	5.6			6.1	6.0								
CBS TV TOTAL AUDIENCE (Households (000))			3,480				3,910						5,430		5,010	
TOTAL AUDIENCE (%)			4.1				4.6						6.4		5.9	
Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000))			2,890				2,970						4,580		4,330	
AVERAGE AUDIENCE (%)			3.4				3.5						5.4		5.1	
SHARE OF AUDIENCE %			15				14						22		21	
AVG. AUD. BY ¼ HR. %			3.4	3.3			3.5	3.6					5.2	5.6	5.1	5.2
NBC TV TOTAL AUDIENCE (Households (000))			4,670				4,580						2,720		4,250	
TOTAL AUDIENCE (%)			5.5				5.4						3.2		5.0	
Program	← TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING) →						TIME MACHINE		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000))			3,820				3,910						2,290		3,650	
AVERAGE AUDIENCE (%)			4.5				4.6						2.7		4.3	
SHARE OF AUDIENCE %			20				18						11		17	
AVG. AUD. BY ¼ HR. %			4.5	4.4			4.8	4.5					2.6	2.7	4.1	4.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	14.3	16.5	18.6	20.2	21.8	22.7	22.7	22.8	23.0	23.5	23.4	23.6	24.1	24.4	24.0	24.0
WK. 2	14.7	17.0	19.1	20.5	22.1	23.4	23.7	24.2	24.0	24.8	24.7	24.9	24.4	24.7	24.3	24.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.25-MAR.1, 1985

WEEK 1

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,060 3.6		3,400 4.0		3,570 4.2		4,250 5.0		8,830 10.4				7,810 9.2			
	Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
	AVERAGE AUDIENCE (Households (000) & %)	2,550 3.0		2,890 3.4		2,970 3.5		3,740 4.4		6,790 8.0	7.6*		8.3*	5,860 6.9	6.8*		7.1*
	SHARE OF AUDIENCE %	12		14		13		16		26	25 *		27 *	24	24 *		25 *
	AVG. AUD. BY ¼ HR. %	3.0	3.1	3.3	3.5	3.4	3.7	4.3	4.6	7.3	7.9	8.3	8.3	6.9	6.6	6.8	7.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,050 8.3		8,410 9.9				8,740 10.3				6,960 8.2				5,090 6.0	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	6,110 7.2		7,390 8.7				6,450 7.6	7.7*		7.6*	5,520 6.5	6.4*		6.6*	4,580 5.4	
	SHARE OF AUDIENCE %	30		35				28	29 *		27 *	22	21 *		23 *	19	
	AVG. AUD. BY ¼ HR. %	6.8	7.6	8.5	8.8			7.7	7.6	7.6	7.7	6.4	6.4	6.7	6.6	5.3	5.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,620 7.8		5,430 6.4		3,570 4.2		3,230 3.8		7,810 9.2				6,200 7.3			
	Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000) & %)	5,690 6.7		4,750 5.6		3,060 3.6		2,800 3.3		6,370 7.5	7.3*		7.8*	4,840 5.7	5.8*		5.7*
	SHARE OF AUDIENCE %	28		22		14		12		25	24 *		26 *	20	20 *		20 *
	AVG. AUD. BY ¼ HR. %	6.6	6.9	5.7	5.6	3.5	3.6	3.2	3.3	7.0	7.6	7.8	7.8	5.9	5.7	5.8	5.5

WEEK 2

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,060 3.6		3,230 3.8		3,140 3.7		4,080 4.8		8,740 10.3				8,070 9.5			
	Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
	AVERAGE AUDIENCE (Households (000) & %)	2,630 3.1		2,720 3.2		2,800 3.3		3,570 4.2		6,790 8.0	7.5*		8.4*	6,200 7.3	7.2*		7.4*
	SHARE OF AUDIENCE %	13		13		12		15		26	25 *		27 *	25	24 *		26 *
	AVG. AUD. BY ¼ HR. %	3.1	3.0	3.1	3.3	3.2	3.3	4.0	4.3	7.1	8.0	8.4	8.4	7.2	7.1	7.2	7.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,300 8.6		8,830 10.4				8,570 10.1				7,130 8.4				5,260 6.2	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	6,280 7.4		7,640 9.0				6,280 7.4	7.4*		7.4*	5,690 6.7	6.7*		6.8*	4,670 5.5	
	SHARE OF AUDIENCE %	30		36				27	28 *		26 *	22	22 *		23 *	19	
	AVG. AUD. BY ¼ HR. %	7.1	7.8	8.8	9.2			7.4	7.4	7.4	7.5	6.6	6.7	6.9	6.7	5.4	5.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,200 7.3		5,260 6.2		3,650 4.3		3,230 3.8		7,810 9.2				5,940 7.0			
	Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3		4,580 5.4		3,140 3.7		2,720 3.2		6,280 7.4	7.1*		7.6*	4,840 5.7	5.8*		5.6*
	SHARE OF AUDIENCE %	26		22		14		12		24	24 *		25 *	19	20 *		19 *
	AVG. AUD. BY ¼ HR. %	6.2	6.5	5.4	5.4	3.6	3.8	3.1	3.3	7.0	7.3	7.6	7.6	5.8	5.8	5.7	5.5

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	23.8	24.6	24.7	25.5	26.6	27.7	27.8	28.6	29.4	30.1	29.7	29.7	29.1	29.0	28.5	29.6
WK. 2	24.6	25.1	25.1	25.7	26.9	27.7	27.8	28.5	29.1	30.0	30.0	30.1	29.6	30.0	29.2	30.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.25-MAR.1, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)	9,680 11.4														10,610 12.5	
	←— GENERAL HOSPITAL —→														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,900 9.3	9.0*		9.5*											9,250 10.9	
SHARE OF AUDIENCE %	29	30 *		29 *											19	
AVG. AUD. BY ¼ HR. %	8.8	9.3	9.6	9.5											10.7	11.1
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)	7,470 8.8				2,460 2.9										12,740 15.0	
	←— GUIDING LIGHT (SD) —→				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,940 7.0	6.7*		7.2*	2,040 2.4										11,210 13.2	
SHARE OF AUDIENCE %	22	22 *		22 *	7										23	
AVG. AUD. BY ¼ HR. %	6.5	7.0	7.3	7.2	2.4	2.5									13.0	13.4
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,580 5.4														11,800 13.9	
	←— SANTA BARBARA —→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,400 4.0	4.0*		4.1*											10,360 12.2	
SHARE OF AUDIENCE %	13	13 *		13 *											21	
AVG. AUD. BY ¼ HR. %	3.9	4.1	4.0	4.2											11.9	12.5
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000) & %)	9,340 11.0														10,530 12.4	
	←— GENERAL HOSPITAL —→				←— (S)(OP) —→										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,470 8.8	8.7*		8.9*											9,170 10.8	
SHARE OF AUDIENCE %	27	28 *		27 *											19	
AVG. AUD. BY ¼ HR. %	8.6	8.8	8.9	9.0											10.6	11.0
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000) & %)	7,980 9.4				2,720 3.2										13,160 15.5	
	←— GUIDING LIGHT (SD) —→				BODY LANGUAGE		←— (S)(OP) —→								CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	6,540 7.7	7.4*		7.8*	2,210 2.6										11,460 13.5	
SHARE OF AUDIENCE %	24	24 *		23 *	8										24	
AVG. AUD. BY ¼ HR. %	7.2	7.7	7.9	7.8	2.5	2.8									13.3	13.8
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,160 4.9														11,550 13.6	
	←— SANTA BARBARA —→				←— (S)(OP) —→										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,230 3.8	3.7*		3.9*											10,020 11.8	
SHARE OF AUDIENCE %	12	12 *		12 *											21	
AVG. AUD. BY ¼ HR. %	3.7	3.7	3.8	3.9											11.5	12.2
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	30.4	31.9	32.6	33.9	33.2	34.6	36.1	38.4	40.5	43.3	45.4	48.0	51.6	54.5	56.8	58.4
WK. 2	31.2	32.8	33.6	34.5	33.9	35.4	36.2	38.2	40.5	42.3	44.9	47.6	51.2	54.1	56.0	58.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.2, 1985

WEEK 1

TIME		8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,570 4.2		4,580 5.4		4,410 5.2		5,180 6.1		5,010 5.9		4,500 5.3	
	Program	SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)	2,800 3.3		3,740 4.4		3,910 4.6		4,330 5.1		4,080 4.8		3,990 4.7	
	SHARE OF AUDIENCE %	17		19		17		18		16		16	
	AVG. AUD. BY ¼ HR. %	3.0	3.5	4.1	4.7	4.8	4.5	5.1	5.1	4.7	5.0	4.8	4.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,080 4.8		5,430 6.4		6,880 8.1		5,940 7.0		5,690 6.7		6,030 7.1	
	Program	SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)	3,400 4.0		4,580 5.4		5,940 7.0		5,010 5.9		4,750 5.6		4,840 5.7	
	SHARE OF AUDIENCE %	21		23		27		21		18		19	
	AVG. AUD. BY ¼ HR. %	3.6	4.4	5.2	5.7	6.8	7.3	6.1	5.8	5.5	5.8	5.7	5.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,840 5.7		5,770 6.8		6,540 7.7		8,490 10.0		9,510 11.2		7,560 8.9	
	Program	SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	3,820 4.5		4,670 5.5		5,430 6.4		7,470 8.8		7,810 9.2		6,450 7.6	
	SHARE OF AUDIENCE %	24		24		24		31		30		25	
	AVG. AUD. BY ¼ HR. %	4.0	5.0	5.2	5.8	6.2	6.7	8.5	9.0	9.4	9.0	7.3	7.9

WEEK 2

TIME		8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,140 3.7		3,310 3.9		3,820 4.5		3,820 4.5		3,480 4.1		4,080 4.8	
	Program	SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)	2,290 2.7		2,720 3.2		3,060 3.6		3,400 4.0		2,800 3.3		3,480 4.1	
	SHARE OF AUDIENCE %	16		15		14		15		12		15	
	AVG. AUD. BY ¼ HR. %	2.3	3.1	3.0	3.5	3.7	3.5	3.9	4.0	3.2	3.4	3.8	4.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,480 4.1		5,520 6.5		6,540 7.7		5,690 6.7		5,350 6.3		4,920 5.8	
	Program	SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)	2,800 3.3		4,580 5.4		5,260 6.2		4,670 5.5		4,410 5.2		3,990 4.7	
	SHARE OF AUDIENCE %	20		25		25		20		19		17	
	AVG. AUD. BY ¼ HR. %	2.9	3.6	5.0	5.7	6.1	6.3	5.4	5.6	4.9	5.5	4.9	4.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,250 5.0		5,010 5.9		7,130 8.4		8,570 10.1		9,760 11.5		8,410 9.9	
	Program	SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	3,400 4.0		3,990 4.7		6,030 7.1		7,470 8.8		8,240 9.7		7,050 8.3	
	SHARE OF AUDIENCE %	24		22		28		33		35		30	
	AVG. AUD. BY ¼ HR. %	3.6	4.3	4.3	5.1	6.6	7.5	8.6	9.0	9.9	9.6	8.5	8.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	8.9	11.1	13.5	16.1	19.4	22.0	23.3	24.9	25.8	27.3	28.4	28.8	30.3	30.7	29.6	29.7
WK. 2	9.3	11.2	12.8	14.6	16.5	19.5	21.5	23.4	25.1	26.1	26.6	27.6	28.2	28.6	28.3	28.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.2, 1985

WEEK		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,350 6.3		5,600 6.6		5,090 6.0		5,350 6.3									
		Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS ADVENT-TWO-MIN WEREWOLF PT 2		← AMERICAN BANDSTAND →									
		AVERAGE AUDIENCE (Households (000) & %)	4,330 5.1		4,580 5.4		3,820 4.5		3,060 3.6	3.7*		3.4*						
		SHARE OF AUDIENCE %	17		19		16		13	13 *		12 *						
		AVG. AUD. BY ¼ HR. %	4.9	5.3	5.4	5.5	4.6	4.4	3.8	3.7	3.6	3.2						
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,770 6.8		5,180 6.1		7,980 9.4								6,450 7.6			
		Program	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		← CBS NCAA BASKETBALL-SAT LOUISVILLE VS MEMPHIS STATE (12:00-2:08PM) (→OP) →								CBS NCAA BASKETBALL-GM 2 VILLANOVA VS PITTSBURGH ARIZONA VS UCLA (2:08-4:09PM)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)	4,750 5.6		4,080 4.8		3,230 3.8	3.6*		4.0*		3.8*		3.9*	2,460 2.9	3.2*		3.0*
		SHARE OF AUDIENCE %	19		16		13	13 *		14 *		13 *		13 *	9	11 *		10 *
		AVG. AUD. BY ¼ HR. %	5.7	5.5	5.4	4.2	3.7	3.5	3.9	4.0	4.0	3.5	3.8	4.0	2.9	3.4	3.2	2.8
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,770 6.8		5,010 5.9		5,010 5.9		4,580 5.4		9,420 11.1							
		Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK		← NBC COLLEGE BASKETBALL NORTH CAROLINA VS DUKE (1:00-3:10PM) (→OP) →							
		AVERAGE AUDIENCE (Households (000) & %)	5,010 5.9		4,410 5.2		4,250 5.0		3,740 4.4		3,570 4.2	3.9*		3.7*		4.1*		4.9*
		SHARE OF AUDIENCE %	22		18		18		17		14	14 *		13 *		14 *		16 *
		AVG. AUD. BY ¼ HR. %	5.9	5.9	5.1	5.3	4.7	5.2	4.4	4.4	3.9	3.9	4.0	3.4	3.6	4.6	4.9	4.8
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,670 5.5		4,750 5.6		3,570 4.2		4,920 5.8									
		Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS COUGAR, PT 1		← AMERICAN BANDSTAND →									
		AVERAGE AUDIENCE (Households (000) & %)	3,910 4.6		3,990 4.7		2,800 3.3		2,630 3.1	2.6*		3.6*						
		SHARE OF AUDIENCE %	17		17		12		11	9 *		13 *						
		AVG. AUD. BY ¼ HR. %	4.5	4.7	4.6	4.8	3.2	3.4	2.5	2.6	3.5	3.8						
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,330 5.1		3,990 4.7		5,180 6.1								8,240 9.7			
		Program	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		← WOMEN'S INDOOR TENNIS →								← CBS NCAA BASKETBALL-SAT → MEMPHIS STATE VS FLORIDA STATE OKLAHOMA VS IOWA (2:00-4:19PM)			
		AVERAGE AUDIENCE (Households (000) & %)	3,650 4.3		3,230 3.8		1,950 2.3	2.2*		2.3*		2.4*		2.2*	2,970 3.5	2.9*		3.1*
		SHARE OF AUDIENCE %	16		14		8	8 *		8 *		9 *		8 *	12	10 *		11 *
		AVG. AUD. BY ¼ HR. %	4.3	4.3	4.0	3.6	2.3	2.1	2.3	2.3	2.5	2.4	2.3	2.1	2.9	3.0	3.5	2.7
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,280 7.4		5,770 6.8		5,940 7.0		3,910 4.6								4,840 5.7	
		Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK								BAY HILL GOLF CLASSIC-SAT	
		AVERAGE AUDIENCE (Households (000) & %)	5,430 6.4		5,090 6.0		5,010 5.9		3,310 3.9								2,290 2.7	2.9*
		SHARE OF AUDIENCE %	23		22		21		15								9	10 *
		AVG. AUD. BY ¼ HR. %	6.5	6.3	6.1	5.9	5.7	6.2	3.8	4.0							2.7	3.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.9	29.3	28.9	28.9	27.9	27.5	27.7	28.2	28.0	28.1	29.8	30.0	30.2	31.1	31.9	32.0
		WK. 2	27.7	28.2	27.2	27.2	27.6	28.2	27.6	27.8	27.3	26.8	26.8	27.5	26.9	27.5	28.0	28.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. MAR.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.2, 1985

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	9,080 10.7						10,360 12.2								8,660 10.2	
Program	PRO BOWLERS TOUR (3:00-4:35PM) (→OP)						ABC WIDE WORLD-SPORTS SAT (4:35-6:00PM) (OP)								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8	5.6*		5.6*		6.3*	5,350 6.3	5.5*		6.3*		6.9*			7,220 8.5	
SHARE OF AUDIENCE %	17	18 *		17 *		18 *	16	15 *		16 *		16 *			17	
AVG. AUD. BY ¼ HR. %	5.4	5.8	5.7	5.6	5.9	6.6	5.4	5.5	5.8	6.8	7.4	6.4			8.5	8.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					10,780 12.7										8,320 9.8	
Program	CBS NCAA BASKETBALL-GM 2 VILLANOVA VS PITTSBURGH ARIZONA VS UCLA (2:08-4:09PM)(→OP)					CBS SPORTS SATURDAY (4:09-6:00PM) (OP)									CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		2.6*		2.7*	3,820 4.5	3.1*		4.1*		4.5*		5.7*			6,790 8.0	
SHARE OF AUDIENCE %		9 *		9 *	12	9 *		12 *		12 *		14 *			16	
AVG. AUD. BY ¼ HR. %	2.8	2.4	2.5	2.8	2.9	3.2	3.8	4.5	4.3	4.6	5.5	6.0			7.7	8.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	8,660 10.2									6,030 7.1					7,730 9.1	
Program	NBC COLLEGE BSKBL 2 SAT KENTUCKY VS LSU (3:10-5:18PM) (OP)(→OP)									HONDA CLASSIC-SAT (5:18-6:00PM) (OP)					NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	3,310 3.9	3.2*		2.9*		3.7*		4.5*		3,990 4.7		4.9*			6,880 8.1	
SHARE OF AUDIENCE %	12	11 *		9 *		11 *		13 *		12		12 *			16	
AVG. AUD. BY ¼ HR. %	3.4	3.2	3.0	2.8	3.4	4.0	4.4	4.6	5.6	4.3	4.6	5.2			7.8	8.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	7,640 9.0						9,340 11.0								8,070 9.5	
Program	PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000) & %)	4,580 5.4	4.8*		5.2*		6.0*	5,090 6.0	5.9*		6.1*		6.0*			6,540 7.7	
SHARE OF AUDIENCE %	17	16 *		17 *		18 *	16	17 *		17 *		15 *			16	
AVG. AUD. BY ¼ HR. %	4.8	4.9	5.1	5.4	6.0	6.0	5.8	5.9	6.1	6.1	6.3	5.8			7.3	8.0
CBS TV																
TOTAL AUDIENCE (Households (000) & %)						7,730 9.1									9,000 10.6	
Program	CBS NCAA BASKETBALL-SAT MEMPHIS STATE VS FLORIDA STATE OKLAHOMA VS IOWA (2:00-4:19PM)(→OP)					CBS SPORTS SATURDAY (4:19-6:00PM) (OP)									CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		3.1*		4.1*		3,650 4.3		3.8*		4.5*		5.1*			7,640 9.0	
SHARE OF AUDIENCE %		10 *		13 *		13		11 *		13 *		14 *			19	
AVG. AUD. BY ¼ HR. %	3.1	3.1	3.8	4.5	4.5	2.7	3.5	4.1	4.4	4.5	4.7	5.5			8.8	9.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					6,540 7.7										6,710 7.9	
Program	BAY HILL GOLF CLASSIC-SAT				NBC COLLEGE BASKETBALL AUBURN VS ALABAMA WASHINGTON VS STANFORD MULTI-SEGMENT TELECAST										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		2.8*		2.5*	2,120 2.5	2.0*		2.5*		2.2*		2.7*	3.5*		5,260 6.2	
SHARE OF AUDIENCE %		9 *		8 *	7	6 *		7 *		6 *		7 *	9 *		13	
AVG. AUD. BY ¼ HR. %	3.0	2.7	2.6	2.3	1.8	2.1	2.5	2.6	2.1	2.2	2.2	3.2	3.5		5.9	6.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	31.8	31.6	32.3	33.1	34.2	35.4	36.1	37.3	38.8	41.4	41.7	42.8	46.0	48.9	50.4	52.2
WK. 2	29.8	29.8	30.4	31.6	32.9	33.5	34.1	35.2	36.6	37.3	39.0	41.0	44.7	46.9	48.0	49.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. MAR.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.3, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,560 8.9						2,720 3.2	
Program								FOR OUR TIMES (SUS)	← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									4,080 4.8	3.5*		5.2*		5.6*	2,380 2.8	
SHARE OF AUDIENCE %									19	16 *		20 *		19 *	9	
AVG. AUD. BY ¼ HR. %									2.9	4.1	4.9	5.5	5.6	5.6	2.9	2.6
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									7,390 8.7						2,210 2.6	
Program									← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,990 4.7	4.1*		5.0*		5.1*	1,870 2.2	
SHARE OF AUDIENCE %									20	20 *		21 *		19 *	8	
AVG. AUD. BY ¼ HR. %									3.7	4.5	4.9	5.0	5.0	5.2	2.1	2.3
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	6.6	7.5	9.3	11.2	13.7	15.5	18.4	20.8	23.4	25.1	26.6	27.7	28.9	29.9	29.8	29.7
WK. 2	7.8	9.1	10.3	12.0	14.8	17.1	18.5	19.6	21.8	23.5	25.0	26.2	27.0	27.8	28.1	28.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. MAR.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 3, 1985

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				5,180 6.1				1,700 2.0								13,500 15.9	
Program				← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT								USFL FOOTBALL HOUSTON VS TAMPA BAY (2:30-6:07PM)	
AVERAGE AUDIENCE (Households (000) & %)				3,140 3.7	3.7*		3.7*	1,360 1.6								4,580 5.4	4.3*
SHARE OF AUDIENCE	%			12	12 *		12 *	5								14	12 *
AVG. AUD. BY ¼ HR.	%			3.7	3.7	3.7	3.8	1.4	1.8							3.9	4.7
CBS TV TOTAL AUDIENCE (Households (000) & %)						8,410 9.9								8,910 10.5			
Program						← CBS NCAA BASKETBALL-SUN WASHINGTON VS NOTRE DAME (12:00-2:06PM) (+OP) →								CBS NCAA BASKETBALL-2-SUN GEORGIA TECH VS OKLAHOMA (2:06-4:07PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)						3,480 4.1	3.9*		4.5*		4.0*		4.0*	3,570 4.2	4.4*		3.9*
SHARE OF AUDIENCE	%					13	13 *		14 *		12 *		12 *	12	13 *		11 *
AVG. AUD. BY ¼ HR.	%					3.6	4.2	4.5	4.5	4.1	4.0	4.1	3.9	4.3	4.5	4.1	3.6
NBC TV TOTAL AUDIENCE (Households (000) & %)								3,740 4.4		10,780 12.7							
Program								MEET THE PRESS		← NBC COLLEGE BASKETBALL-SU SYRACUSE VS GEORGETOWN INDIANA VS IOWA (1:00-3:17PM) →							
AVERAGE AUDIENCE (Households (000) & %)								2,720 3.2		4,250 5.0	4.5*		5.4*		4.7*		5.1*
SHARE OF AUDIENCE	%							10		15	14 *		16 *		14 *		15 *
AVG. AUD. BY ¼ HR.	%							3.3	3.2	4.1	4.9	5.5	5.4	4.6	4.8	5.2	5.0

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				5,090 6.0				1,440 1.7								13,330 15.7	
Program				← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT								USFL FOOTBALL L.A. VS NEW JERSEY (2:30-5:49PM)	
AVERAGE AUDIENCE (Households (000) & %)				3,140 3.7	3.3*		4.1*	1,100 1.3								5,350 6.3	4.7*
SHARE OF AUDIENCE	%			13	11 *		14 *	4								17	14 *
AVG. AUD. BY ¼ HR.	%			3.1	3.6	4.1	4.0	1.4	1.3							4.4	5.0
CBS TV TOTAL AUDIENCE (Households (000) & %)						4,670 5.5				8,740 10.3							
Program						← ROAD TO LEXINGTON →				← CBS NCAA BASKETBALL-SUN MICHIGAN VS INDIANA →							
AVERAGE AUDIENCE (Households (000) & %)						2,720 3.2	2.9*		3.5*	3,650 4.3	4.5*		4.3*		4.1*		4.1*
SHARE OF AUDIENCE	%					11	10 *		12 *	13	14 *		13 *		12 *		12 *
AVG. AUD. BY ¼ HR.	%					2.6	3.1	3.4	3.7	4.6	4.4	4.5	4.1	4.2	4.0	4.2	4.1
NBC TV TOTAL AUDIENCE (Households (000) & %)								3,650 4.3		7,810 9.2							
Program								MEET THE PRESS		← NBC COLLEGE BASKETBALL-SU GEORGIA TECH VS NORTH CAROLINA →							
AVERAGE AUDIENCE (Households (000) & %)								2,720 3.2		2,970 3.5	3.1*		3.3*		3.5*		3.9*
SHARE OF AUDIENCE	%							11		11	10 *		10 *		11 *		11 *
AVG. AUD. BY ¼ HR.	%							3.2	3.2	3.1	3.2	3.2	3.5	3.6	3.4	3.4	4.5

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	30.1	30.1	30.2	29.3	30.5	31.1	31.6	31.7	32.2	32.7	33.1	34.0	34.4	35.4	35.6	35.5
	WK. 2	27.7	28.4	29.0	29.4	29.4	30.5	30.8	30.9	31.3	32.3	32.6	33.0	33.8	33.9	34.5	34.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. MAR. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 3, 1985

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																7,730 9.1	
Program		USFL FOOTBALL HOUSTON VS TAMPA BAY (2:30-6:07PM)														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)			4.7*		4.9*		5.4*		5.7*		6.2*		6.3*	6.1*		6,030 7.1	
SHARE OF AUDIENCE	%		13 *		13 *		14 *		14 *		15 *		14 *	13 *		13	
AVG. AUD. BY ¼ HR.	%	4.8	4.6	4.9	4.9	5.7	5.1	5.8	5.7	5.9	6.5	6.3	6.3	6.1		6.4	7.9
CBS TV TOTAL AUDIENCE (Households (000) & %)						12,140 14.3										11,550 13.6	
Program		CBS NCAA BASKETBALL-2-SUN GEORGIA TECH VS OKLAHOMA (2:06-4:07PM) (+OP)				CBS SPORTS SUNDAY (4:07-6:00PM) (OP)										CBS EVENING NEWS-SUNDAY	
AVERAGE AUDIENCE (Households (000) & %)			3.6*		4.7*	5,520 6.5	5.1*		6.8*		6.3*		7.7*			9,340 11.0	
SHARE OF AUDIENCE	%		10 *		13 *	16	13 *		17 *		15 *		17 *			19	
AVG. AUD. BY ¼ HR.	%	3.2	4.0	4.3	5.1	4.9	5.2	6.3	7.2	6.2	6.3	7.5	7.9			10.1	11.9
NBC TV TOTAL AUDIENCE (Households (000) & %)			8,240 9.7							6,280 7.4						9,080 10.7	
Program		(1) (+OP)	HONDA CLASSIC-SUN (3:17-5:06PM) (OP)(+OP)							SPORTSWORLD (5:06-6:00PM) (OP)						NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)			4,160 4.9		4.5*		4.7*		5.4*	3,910 4.6	4.3*		4.9*			7,730 9.1	
SHARE OF AUDIENCE	%		13		12 *		12 *		13 *	11	10 *		11 *			16	
AVG. AUD. BY ¼ HR.	%	5.7	4.5	4.4	4.5	4.4	5.0	5.2	5.5	4.1	4.5	4.8	5.0			8.9	9.2

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																7,050 8.3	
Program		USFL FOOTBALL L.A. VS NEW JERSEY (2:30-5:49PM)														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)			6.9*		6.2*		6.1*		6.9*		7.1*		6.1*			5,600 6.6	
SHARE OF AUDIENCE	%		19 *		18 *		17 *		18 *		18 *		15 *			13	
AVG. AUD. BY ¼ HR.	%	6.9	6.8	6.3	6.2	6.2	6.1	6.9	6.9	7.0	7.3	6.3	5.5			6.6	6.7
CBS TV TOTAL AUDIENCE (Households (000) & %)		13,500 15.9										8,410 9.9		9,420 11.1			
Program		CBS SPORTS SUNDAY										NCAA BKBL CHMP SELECTION		CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Households (000) & %)		5,350 6.3	3.9*		5.3*		6.1*		7.3*		8.5*	6,620 7.8		7,300 8.6			
SHARE OF AUDIENCE	%	17	11 *		15 *		17 *		19 *		21 *	19		17			
AVG. AUD. BY ¼ HR.	%	3.8	4.1	4.9	5.7	6.1	6.2	6.8	7.9	8.6	8.5	7.9	7.7	7.7	9.5		
NBC TV TOTAL AUDIENCE (Households (000) & %)		7,220 8.5								5,690 6.7						8,070 9.5	
Program		BAY HILL GOLF CLASSIC-SUN								SPORTSWORLD						NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		3,740 4.4	3.9*		4.1*		4.7*		4.8*	2,970 3.5	3.2*		3.7*			6,620 7.8	
SHARE OF AUDIENCE	%	12	11 *		12 *		13 *		13 *	9	8 *		9 *			15	
AVG. AUD. BY ¼ HR.	%	4.0	3.9	4.1	4.1	4.5	5.0	5.0	4.6	3.2	3.2	3.4	4.0			7.5	8.1

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	35.9	36.6	37.6	39.0	40.1	40.8	41.8	43.3	44.4	45.2	47.3	49.6	53.1	55.3	57.0	58.4
	WK. 2	35.1	35.6	35.5	36.0	36.7	37.3	38.2	40.0	41.1	42.9	43.8	44.2	48.5	51.2	53.3	55.3

U.S. TV Households: 84,900,000

(1)NBC COLLEGE BASKETBALL-SU,SYRACUSE VS GEORGETOWN & INDIANA VS IOWA,NBC,(1:00-3:17PM)

For explanation of symbols, See page A.

DAY SUN. MAR.10, 1985

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								11,550	13.6	11,550	13.6	19	13.6	
ABC ABC NEWSBRIEF-MON	2	9.55- 9.56PM	9.45								13,580	16.0	13,580	16.0	24	16.0	
	1	10.01-10.02PM	10.00	13,750	16.2	13,750	16.2	25	16.2								
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,680	11.4	9,680	11.4	16	11.4		11,210	13.2	11,210	13.2	21	13.2	
CBS GRAMMY AWARDS(S)	1	8.00-11.20PM	→GRID	38,290	45.1	20,210	23.8	35									
			11.00						21.2								
			11.15				20.6*	39*	18.8								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	16,470	19.4	16,470	19.4	29	19.4		15,960	18.8	15,960	18.8	28	18.8	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	18,850	22.2	18,850	22.2	33	22.2		17,740	20.9	17,740	20.9	32	20.9	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	8,740	10.3	8,740	10.3	16	10.3								
	2	9.57- 9.59PM	9.45								8,660	10.2	7,980	9.4	15	9.4	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.44- 8.45PM	8.30								11,290	13.3	11,290	13.3	21	13.3	
	1	8.45- 8.46PM	8.45	11,380	13.4	11,380	13.4	22	13.4								
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	9,080	10.7	9,080	10.7	17	10.7								
	2	9.57- 9.59PM	9.45								9,340	11.0	8,740	10.3	16	10.3	
CBS AMERICAN PORTRAIT,SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	9.06- 9.07PM	9.00														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	11,720	13.8	11,720	13.8	23	13.8		10,870	12.8	10,870	12.8	22	12.8	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	10,020	11.8	10,020	11.8	20	11.8		10,610	12.5	10,610	12.5	22	12.5	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	8,410	9.9	8,410	9.9	17	9.9		7,050	8.3	7,050	8.3	14	8.3	
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	9,000	10.6	9,000	10.6	18	10.6		8,410	9.9	8,410	9.9	17	9.9	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,190	12.0	10,190	12.0	20	12.0		7,730	9.1	7,730	9.1	16	9.1	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,320	9.8	8,320	9.8	16	9.8								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.35- 8.36PM	8.30	12,900	15.2	12,900	15.2	21	15.2								
	2	8.58- 8.59PM	8.45								15,370	18.1	15,370	18.1	26	18.1	
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	16,220	19.1	16,220	19.1	28	19.1								
	2	9.47- 9.48PM	9.45								14,690	17.3	14,690	17.3	26	17.3	
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	15,450	18.2	15,450	18.2	26	18.2		13,160	15.5	13,160	15.5	22	15.5	
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	13,330	15.7	13,330	15.7	23	15.7		11,550	13.6	11,550	13.6	21	13.6	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,700	12.6	10,700	12.6	18	12.6		11,720	13.8	11,720	13.8	20	13.8	

 U.S. TV HOUSEHOLDS: 84,900,000 **FOR EXPLANATION OF SYMBOLS, SEE PAGE A.** ***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING SUNDAY-CONT'D																	
NBC NBC NEWS DIGEST-2-SUN.	2	9.55- 9.56PM	9.45								12,140	14.3	12,140	14.3	22	14.3	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	1	>	11.30	5,600	6.6	4,500	5.3	15	5.9	M-F							
	2	11.30-12.00MD	11.30								5,940	7.0	4,500	5.3	15	6.2	M-F
			11.45						4.7	M-F						4.5	M-F
			12.00						3.4	TUE.							
ABC ABC ROCKS		12.00-12.32AM	12.00	1,950	2.3	1,440	1.7	5	1.9	FRI.	2,380	2.8	1,700	2.0	6	2.2	FRI.
			12.15						1.5	FRI.						1.8	FRI.
			12.30						1.7	FRI.						1.7	FRI.
ABC EYE ON HOLLYWOOD		>	12.00	1,610	1.9	1,360	1.6	6	1.7	M-TH	1,700	2.0	1,440	1.7	7	1.9	M-TH
			12.15						1.5	M-TH						1.6	M-TH
			12.30						1.0	TU&TH						1.8	M & W
CBS AMERICAN PORTRAIT	1	>	8.45	16,900	19.9	16,900	19.9	28	19.9	MTUTH							
	2	8.58- 8.59PM	8.45								12,480	14.7	12,480	14.7	21	14.7	TU&TH
CBS NEWSBREAK-M-F		>	9.45	13,160	15.5	13,160	15.5	23	16.6	M-F	11,800	13.9	11,800	13.9	21	13.9	M-F
			10.00						13.8	TU & W							
CBS LATE MOVIE I		>	11.30	6,710	7.9	4,500	5.3	18	5.9	M-F	6,450	7.6	4,410	5.2	18	5.7	M-F
			11.45				5.7*	16*	5.5	M-F				5.6*	16*	5.4	M-F
			12.00						5.5	M-F						5.1	M-F
			12.15				5.3*	19*	5.0	M-F				4.9*	18*	4.8	M-F
			12.30						4.8	M-F				4.6*	21*	4.7	M-F
			12.45				4.8*	21*	4.6	M-F							
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	3,740	4.4	2,890	3.4	19	3.9	M-F	3,910	4.6	3,140	3.7	20	4.0	M-F
			12.45				3.6*	17*	3.5	M-F				3.8*	19*	3.7	M-F
			1.00						3.3	M-F						3.7	M-F
			1.15				3.3*	20*	3.1	M-F				3.6*	22*	3.4	M-F
			1.30						3.0	TUE.							
			1.45				3.0*	23*	2.9	TUE.							
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		>	2.00	930	1.1	850	1.0	11	1.0	M-THSU	1,020	1.2	760	.9	10	1.1	M-THSU
			2.15						1.0	M-THSU						.8	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	→GRID	930	1.1	850	1.0	14		M-THSU	850	1.0	850	1.0	14		M-THSU
			2.30						1.0	M-THSU						1.0	M-THSU
			2.45						1.0	M-THSU						1.0	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,780	2.1	850	1.0	20	1.1	M-THSU	1,780	2.1	850	1.0	20	1.1	M-THSU
			3.15				1.1*	17*	1.1	M-THSU				1.0*	16*	1.0	M-THSU
			3.30						1.1	M-THSU						1.0	M-THSU
			3.45				1.1*	20*	1.0	M-THSU				1.0*	18*	1.0	M-THSU
			4.00						1.0	M-THSU						1.0	M-THSU
			4.15				1.0*	20*	1.0	M-THSU				1.0*	20*	1.0	M-THSU
			4.30						.9	M-THSU						1.0	M-THSU
			4.45				.9*	20*	.9	M-THSU				1.0*	21*	1.0	M-THSU
			5.00						.8	M-THSU						1.0	M-THSU
			5.15				.9*	20*	.9	M-THSU				.9*	20*	.8	M-THSU
			5.30						1.0	M-THSU						.8	M-THSU
			5.45				1.0*	22*	1.0	M-THSU				.9*	19*	.9	M-THSU

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS DIGEST-M-F		>	8.45	12,400	14.6	12,400	14.6	22	16.1	M-F	11,210	13.2	11,210	13.2	19	13.2	M-F
			9.00						8.6	FRI.							
NBC NBC NEWS DIGEST-2-M-F		>	9.45	13,070	15.4	13,070	15.4	22	15.4	TU&TH	9,850	11.6	9,850	11.6	18	11.3	MWF
			10.00													12.4	MON.
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,100	11.9	6,280	7.4	23	8.7	M-F	7,980	9.4	4,840	5.7	19	6.6	M-F
			11.45				8.2*	23*	7.7	M-F				6.2*	18*	5.9	M-F
			12.00						7.2	M-F						5.5	M-F
			12.15				6.7*	24*	6.1	M-F				5.1*	19*	4.7	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,820	4.5	3,140	3.7	18	4.0	M-TH	3,310	3.9	2,800	3.3	17	3.5	M-TH
			12.45						3.4	M-TH						3.2	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,860	6.9	3,060	3.6	17	5.2	FRI.	4,750	5.6	2,380	2.8	13	3.8	FRI.
			12.45				4.8*	19*	4.4	FRI.				3.5*	14*	3.2	FRI.
			1.00						3.6	FRI.						2.8	FRI.
			1.15				3.4*	17*	3.1	FRI.				2.7*	13*	2.6	FRI.
			1.30						2.8	FRI.						2.3	FRI.
			1.45				2.5*	15*	2.3	FRI.				2.2*	13*	2.1	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,630	3.1	2,120	2.5	16	2.8	M-TH	2,630	3.1	2,210	2.6	17	2.7	M-TH
			1.15						2.3	M-TH						2.5	M-TH

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,360	1.6	1,270	1.5	16	1.5	M-F	1,530	1.8	1,360	1.6	16	1.6	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,040	2.4	1,950	2.3	16	2.3	M-F	2,290	2.7	2,210	2.6	17	2.6	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,790	8.0	6,790	8.0	28	8.0	M-F							
	2	>	2.45								7,050	8.3	6,880	8.1	28	8.2	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								9,080	10.7	6,030	7.1	21	6.1	WED.
			4.15											6.4*	19*	6.6	WED.
			4.30													7.6	WED.
			4.45											7.9*	23*	8.1	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,530	1.8	1,270	1.5	15	1.5	M-F	1,870	2.2	1,440	1.7	16	1.6	M-F
			6.45						1.6	M-F						1.9	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,770	6.8	5,600	6.6	26	6.6	M-F	5,860	6.9	5,690	6.7	27	6.7	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,090	6.0	4,840	5.7	17	5.7	M-F	5,690	6.7	5,350	6.3	19	6.3	M-F
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								8,830	10.4	5,520	6.5	17	6.2	TUE.
			4.45											6.3*	17*	6.5	TUE.
			5.00													6.5	TUE.
			5.15											6.6*	17*	6.7	TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,720	3.2	1,950	2.3	17	1.8	M-F	2,630	3.1	1,870	2.2	16	1.7	M-F
			6.45						2.9	M-F						2.6	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,160	4.9	4,160	4.9	17	4.9	MWF	3,910	4.6	3,910	4.6	15	4.6	MWF
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00								4,250	5.0	2,290	2.7	7	2.9	TUE.
			4.15											2.7*	8*	2.6	TUE.
			4.30													2.5	TUE.
			4.45											2.7*	7*	2.8	TUE.

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	 %	 AVERAGE AUDIENCE HOUSEHOLDS (000)	 %	 SHARE %	 AVG. AUD.BY ¼ HR %	 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	 %	 AVERAGE AUDIENCE HOUSEHOLDS (000)	 %	 SHARE %	 AVG. AUD.BY ¼ HR %	 TELE-CAST DAYS
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,400	4.0	2,890	3.4	17	3.4		3,140	3.7	2,720	3.2	17	3.2	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,670	5.5	4,080	4.8	17	4.8		3,740	4.4	3,140	3.7	13	3.7	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,920	5.8	4,250	5.0	16	5.0		3,480	4.1	2,890	3.4	12	3.4	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	4,920	5.8	4,330	5.1	17	5.1		4,500	5.3	3,820	4.5	16	4.5	
ABC PRO BOWLERS TOUR	1	3.00- 4.35PM	→GRID 4.30	9,080	10.7	4,920	5.8	17	 5.6								
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,330	5.1	3,820	4.5	22	4.5		3,650	4.3	3,310	3.9	21	3.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,010	5.9	4,840	5.7	24	5.7		5,520	6.5	5,010	5.9	26	5.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,670	5.5	4,330	5.1	18	5.1		4,670	5.5	4,410	5.2	19	5.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,010	5.9	4,410	5.2	17	5.2		3,650	4.3	3,310	3.9	14	3.9	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,480	4.1	3,140	3.7	12	3.7		3,570	4.2	3,230	3.8	14	3.8	
CBS CBS NCAA BASKETBALL-SAT	1	12.00- 2.08PM	→GRID 2.00	7,980	9.4	3,230	3.8 3.9*	13 13*	 3.9								
CBS CBS NCAA BASKETBALL-GM 2	1	2.08- 4.09PM	→GRID 4.00	6,450	7.6	2,460	2.9 3.4*	9 11*	 3.4								
CBS CBS NCAA BASKETBALL-SAT	2	2.00- 4.19PM	→GRID 4.15								8,240	9.7	2,970	3.5 4.3*	12 13*	 3.8	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,580	5.4	4,410	5.2	25	5.2		3,910	4.6	3,820	4.5	25	4.5	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,920	5.8	4,750	5.6	23	5.6		4,580	5.4	4,500	5.3	24	5.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,390	8.7	7,300	8.6	28	8.6		7,900	9.3	7,640	9.0	32	9.0	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,960	8.2	6,620	7.8	26	7.8		6,110	7.2	6,110	7.2	26	7.2	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,250	5.0	3,990	4.7	17	4.7		5,180	6.1	5,090	6.0	21	6.0	
NBC NBC COLLEGE BASKETBALL	1	1.00- 3.10PM	→GRID 3.00	9,420	11.1	3,570	4.2 4.7*	14 15*	 4.7								
NBC NBC COLLEGE BSKBL 2 SAT(S)	1	3.10- 5.18PM	→GRID 5.15	8,660	10.2	3,310	3.9 5.6*	12 15*	 5.4								
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	2	6.30- 7.00AM	6.30														
CBS CBS NCAA BASKETBALL-SUN	1	12.00- 2.06PM	→GRID 2.00	8,410	9.9	3,480	4.1 4.3*	13 13*	 4.3								
CBS CBS NCAA BASKETBALL-2-SUN(S)	1	2.06- 4.07PM	→GRID 4.00	8,910	10.5	3,570	4.2 5.8*	12 15*	 5.8								
NBC NBC COLLEGE BASKETBALL-SU	1	1.00- 3.17PM	→GRID 3.15	10,780	12.7	4,250	5.0 5.6*	15 16*	 4.7								
NBC HONDA CLASSIC-SUN(S)	1	3.17- 5.06PM	→GRID 5.00	8,240	9.7	4,160	4.9 5.8*	13 14*	 5.8								

 U.S. TV HOUSEHOLDS: 84,900,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).